

Social Impact Assessment

Detailed Design SSDA

45 – 53 Macleay Street

Potts Point

Prepared for T&P Chimes Development Pty Ltd

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Executive Summary

This Social Impact Assessment (SIA) has been prepared by Notting Hill Advisory Pty Ltd (Notting Hill) on behalf of T&P Chimes Development Pty Ltd (the Applicant) to accompany a State Significant Development Application (SSDA) for a shop top housing development at 45-53 Macleay Street, Potts Point (the site).

The proposal seeks approval for the construction and operation of a 16-storey shop top housing development comprising:

- 44 apartments, including:
 - 23 affordable apartments on podium level 1 and 2 which will be managed by a community housing provider (CHP) for 15 years
 - 21 market apartments over 12 levels
- Ground floor retail
- Four levels of basement for parking, services and storage
- Vehicular and loading access from McDonald Street
- Landscaping and communal open space

The site is located at 45-53 Macleay Street, Potts Point and is legally described as SP 934. It is regular in shape and has an area of approximately 1,289m². The site has a primary frontage to Macleay Street (which accommodates pedestrian access to the building), a secondary frontage to McDonald Street (which provides vehicular access) and a laneway frontage to McDonald Lane.

This assessment builds on the SIA prepared for the Concept SSDA (SSD-79316759) and responds to the requirements set out in the Secretary's Environmental Assessment Requirements (SEARs) (SSD-83867719 dated 16 May 2025).

Summary of Social Impacts

The Social Impact Assessment for the State Significant Development Application "Detailed Design for mixed use development with infill affordable housing" at 45-53 Macleay Street, Potts Point provides a comprehensive analysis of the projected social effects of the redevelopment across seven core categories: Way of Life, Community, Accessibility, Health and Wellbeing, Surroundings, Livelihoods, and Decision-Making Systems. For this assessment the social element of culture has been embedded across the assessment of the seven social elements of value rather than treated as a standalone category, recognising that cultural identity, expression and sense of belonging are integral to how people experience place, community and wellbeing and therefore underpin all dimensions of social impact for this specific proposal.

The assessment outlines both the beneficial and adverse consequences anticipated during both the construction and operational phases, making clear recommendations for mitigating potential negative impacts and enhancing positive social benefits. The range of impacts identified in this SIA include high, moderate, minor, and negligible impacts, both positive and negative, reflecting the complex nature of redevelopment and its influence on existing and future residents, as well as the local and broader community. While the most pronounced finding is a **very high positive residual social impact significance**, primarily due to the substantial provision of dedicated affordable housing and improved housing quality, this finding is predicated on the implementation of identified mitigation measures.

The following section summarises key issues and their associated impacts as assessed in the body of the Social Impact Assessment.

Way of Life

The redevelopment is expected to bring about changes to the way of life for current and future residents. On the one hand, there is a major positive impact from the increase in affordable housing, which will be managed to ensure dedicated longer term affordability and social benefit. However, this is balanced by the minor negative consequence of a reduction in the total housing stock, though this is mitigated by the improved quality of new dwellings. The need for existing tenants to relocate is acknowledged as a short-term disruption but recommended support measures aim to ease this transition. In addition, the activation of the ground floor for commercial use is likely to enhance local vibrancy, although some concerns regarding potential noise and changes to neighbourhood character remain.

- Major positive outcome from increased provision of affordable housing (23 units, over 50% of total), managed by a registered Community Housing Provider, supporting dedicated longer-term affordability and social benefit.
- Minor negative impact due to overall reduction in housing stock, mitigated by improved quality and inclusion of dedicated affordable dwellings.
- Tenant relocation is acknowledged, with recommended support and notice to ensure an orderly transition.
- Activation of ground floor commercial space expected to enhance local vibrancy and connections, with some community concern over potential noise and character changes.

Community

The proposal seeks to maintain the area's prevailing residential character while introducing ground-floor commercial uses that will activate the streetscape. While construction may temporarily disrupt the community, best practice communication and measures to protect amenity will help to minimise these effects. Community sentiment is generally positive but cautious, with concerns about affordability and the effects of construction being addressed through robust engagement and targeted mitigation strategies.

- The development is expected to maintain the prevailing residential character, with ground-floor commercial use adding street-level activation.
- Physical design and recommended operational measures will help to promote social cohesion, community connection, and inclusion, especially between affordable and market tenures.
- The differing stratum arrangements of the new building are noted in the context of access to the communal areas and facilities proposed for level 2 and level 3. These differing access arrangements are detailed further in this SIA, particularly with respect to ongoing engagement with the nominated Community Housing Provider to ensure ongoing community cohesion.
- Any potential disruption during construction can be managed through best practice communication and amenity protection measures.
- Community attitudes generally reflect cautious optimism, with concerns about general affordability as well as construction impacts noted to be addressed through enhanced engagement and mitigation measures.

Accessibility

The site's location offers excellent access to public transport and local services for all residents. Although there may be minor, short-term impacts on access during construction, these are considered low and manageable due to planned mitigation efforts.

- The site is considered highly accessible, being well connected to public transport, local services, and community infrastructure, consistent with the established urban fabric.

- The proposal incorporates communal spaces at Levels 2 and 3. In its current form, residents of the 23 dedicated affordable housing dwellings in the podium will have access to Level 2, while residents of the 21 market dwellings in the tower will have access to Level 3. It is noted that the operation and management of the Level 3 communal areas will be funded through the tower's strata management arrangements. Noting the strata arrangements may result in limited access arrangements for certain resident groups it is recommended engagement be undertaken with the CHP to identify ways in which the building can be operated to enhance community cohesion and resident connectivity, mitigating any potential negative social impacts that may be associated with separate communal areas and differing levels of access to facilities.
- Temporary construction impacts on access are anticipated to be low and manageable.

Health and Wellbeing

The redevelopment is projected to have a strong positive impact on health and wellbeing, with upgraded apartment designs delivering improved daylight, ventilation, acoustic comfort, and energy efficiency.

Communal amenities and proximity to open space will support active lifestyles and social connections. The provision of dedicated affordable housing will also help to reduce some level of housing stress for lower-income residents, which is a key factor in psychological wellbeing.

- Upgraded apartment design expected to deliver significant improvements to what is currently provided on site, in terms of physical and mental health through improved access to natural ventilation and green spaces, including the provision of private balconies.
- On the basis that the proposed mitigation measures are implemented, communal amenities can support improved social connection and health and wellbeing outcomes for residents.
- Proximity to open space and communal areas supports active lifestyles and improved health and wellbeing outcomes.
- Dedicated affordable housing reduces housing stress and supports psychological wellbeing for lower-income residents.

Surroundings

The proposed development is designed to maintain the established built form of the area while enhancing public amenity through the application of design quality, landscaping, and active frontages. Any negative impacts on the surroundings during construction are expected to be minor and will be carefully managed through environmental controls and effective communication.

- Development maintains established built form and enhances public amenity through quality design principles, landscaping, and active frontages.
- Temporary construction impacts on surroundings are minor and will be managed through communication and environmental controls.

Livelihoods

The project is anticipated to have limited short-term negative impacts on local businesses during the construction phase, which can be mitigated through careful management of access and timely communication. In the longer term, the increased economic activity generated by new residents and opportunities for ground-floor commercial uses (with a preference for independent cafés and restaurants) are expected to contribute positively to local livelihoods.

- Short-term construction impacts on local businesses are expected to be low, with mitigation through access management and communication.
- Long-term positive effects anticipated from increased local economic activity and opportunities for ground floor commercial uses, with community preference for independent cafés and restaurants.

Decision-Making Systems

The assessment acknowledges the importance of transparent engagement and statutory processes in shaping the proposal, which have served to address community concerns and strengthen procedural fairness. Ongoing mechanisms for complaints and feedback are advised to help maintain trust and social licence. Where due process and open communication are maintained, any negative impacts relating to decision-making are considered minor.

- Transparent engagement and statutory processes have informed the proposal, addressing community concerns and enhancing procedural fairness.
- Ongoing mechanisms for complaints and feedback recommended to maintain trust and social licence.
- Impacts relating to decision-making are minor where due process and communication are maintained.

Summary of Mitigation and Enhancement Measures

The following mitigation and enhancement measures are proposed to enhance positive social outcomes and minimise potential adverse effects relating to **way of life, community, accessibility, health and wellbeing, surroundings, livelihoods and decision-making systems**. With these measures in place, and through the application of a structured management plan to guide implementation and ongoing engagement, the residual social impacts are considered **minor and acceptable within the local context**.

Impact Category	Key Mitigation and Enhancement Measures
Way of Life	● The Community Housing Provider should prepare a tailored Operational Management Plan focussing on safe, equitable, and effective management of affordable dwellings in inner Sydney. The plan must include procedures for tenant selection, community safety, ongoing monitoring, transparent communication and collaboration with local support services. ● Ongoing engagement with current residents is recommended to support a smooth transition to new housing which may include coordinating introductions with the new CHP upon finalisation of the partnership agreement. ● A local activation plan should be implemented to encourage partnerships with nearby businesses and promote community use of ground floor spaces, supporting economic and social vitality. ● Where feasible, the redevelopment should favour local construction contracts to benefit the local workforce. ● To address concerns about loss of housing stock, proactive and transparent communication is essential, highlighting the increase in

	dedicated affordable housing and quality improvements from the redevelopment. • Early and ongoing information sharing, visible construction updates, newsletters, and opportunities for residents to view new dwellings are recommended to reduce uncertainty and build community confidence in the project.
Community	• Neighbourhood partnerships are encouraged to integrate new residents and developments into the local community by collaborating with businesses, schools, and centres. • Seasonal gatherings are recommended to foster engagement and participation among residents delivered through ongoing operational and management plans in collaboration with the CHP. • Key performance indicators should track resident participation, satisfaction, and wellbeing. • Implement a construction management plan following best practice and NSW EPA guidelines to manage noise, dust, vibration, and traffic impacts on local amenity. • Maintain regular communication with the community via newsletters, social media, and a project webpage, including a complaints process for rapid response to concerns. • Incorporate high-quality hoarding with public art, local storytelling, historical references, and greenery, co-designed with the community to celebrate local identity. • Manage social stress and ensure equitable housing access by prioritising the return of any eligible displaced residents into affordable dwellings, in partnership with the CHP. • Collaborate with the CHP on transition planning for the conclusion of the 15-year period of affordable housing. • Conduct Social Impact Monitoring 1-2 years after occupation to assess community character and sense of place, with findings made available to relevant stakeholders.
Accessibility	• Welcome packs and information will help new residents connect with local community services. • Green transportation options to support active travel, such as walking or cycling, are considered. • Communicate clear guidance on communal amenity use, informed by engagement with the CHP. • A construction communication plan will keep key stakeholders, including local businesses and residents, informed throughout the construction process.

	● Stakeholders will receive advanced notice of major works and road closures, with dedicated contact channels for complaints. ● Construction noise and traffic management measures will follow recommendations from relevant impact assessments.
Health and Wellbeing	● Optimise building design for maximum daylight and minimise artificial lighting reliance. ● Apply acoustic insulation and facade treatments to reduce noise pollution. ● Adopt management protocols for regular ventilation servicing and ongoing indoor environmental monitoring. ● Integrate biophilic elements such as natural materials and greenery in shared areas to enhance calm, reduce anxiety, and boost cognitive function. ● Conduct post-occupancy evaluations within 24 months to assess satisfaction, comfort, health, and wellbeing, using findings to inform future improvements. ● Embed active design principles, connected pedestrian routes, secure bike parking, and restorative environments, consistent with NSW Healthy Built Environment guidelines. ● Aim to exceed minimum energy efficiency standards with high-performance insulation, cross ventilation, and low-VOC materials to reduce heat stress and respiratory risk. ● Implement resident-led social programs, to foster community cohesion and enhance mental wellbeing. ● Deliver affordable housing that is integrated through consistent design and finishes with the wider development. ● Provide transparent tenancy information to clearly communicate conditions, eligibility, and duration, reducing uncertainty and anxiety. ● Incorporate passive design features to lower utility costs and prevent energy hardship, supporting improved health for low-income households.
Surroundings	● Apply best practice design principles to enhance safety and reduce impacts, including clear sightlines, passive surveillance, and avoidance of hidden spaces. ● Ensure ground-floor activation with transparent façades, open landscaping, and appropriate lighting to foster a safe and connected environment. ● Maintain ongoing building and public area upkeep, provide clear wayfinding, and have visible management to support positive behaviour and neighbourhood reputation. ● Develop and implement a construction communication plan with advance notice of major works, information on road closures, and clear complaint channels for the community.

	● Manage noise, traffic, and access in line with relevant impact assessment recommendations.
Livelihoods	● Keeping footpaths accessible, staging noisy works outside peak business periods, and restricting heavy vehicle access to main roads. ● Regular construction updates should be provided to local businesses, with a clear contact for issues. ● Site hoardings should reflect the local identity and ensure good lighting and sightlines for safety and walkability. ● Encouraging outdoor seating and ground floor activation will help maintain a lively, pedestrian-focused neighbourhood after completion. ● Local business participation should be prioritised through local procurement and opportunities for local businesses to operate in ground-level commercial spaces.
Decision-Making Systems	● Community concerns about the planning process should be acknowledged in reporting, with messaging that reflects updates made in response to feedback, building procedural fairness and trust. ● Post-approval compliance with monitoring and engagement requirements is essential to demonstrate respect for the community and fulfil obligations under the NSW Planning System. ● Tenants affected by relocation should be included through early, accessible engagement, information sessions, and identified resident representatives for ongoing communications. ● Surrounding residents and businesses should receive regular updates on project milestones, timing of disruptive works, and have clear feedback channels, supported by a consistent contact point or community liaison officer. ● Accessible induction materials and regular meetings should be held to address operational issues, ensuring both affordable housing tenants and private owners are equitably represented in decision-making forums. ● Equitable representation fosters collaboration, mitigates power imbalances, and supports the long-term sustainability of the development.

Introduction

As outlined in the Executive Summary, this Social Impact Assessment (SIA) has been prepared by Notting Hill Advisory Pty Ltd (Notting Hill) on behalf of T&P Chimes Development Pty Ltd (the Applicant) to accompany a State Significant Development Application (SSDA) for a shop top housing development at 45-53 Macleay Street, Potts Point (the site).

The proposal seeks approval for the construction and operation of a 16-storey shop-top housing development comprising:

- 44 apartments, including:
 - 23 affordable apartments on podium level 1 and 2 which will be managed by a community housing provider (CHP) for 15 years
 - 21 market apartments over 12 levels
- Ground floor retail
- Four levels of basement for parking, services and storage
- Vehicular and loading access from McDonald Street
- Landscaping and communal open space.

Response to Secretary's Environmental Assessment Requirements (SEARs)

This SIA has been prepared in response to the requirements contained within the Secretary's Environmental Assessment Requirements (SEARs) dated 16 May 2025 issued for the SSDA (SSD-83867719). Specifically, this report has been prepared to respond to the SEARS requirement issued below.

Item	Requirement	Response Location
18 – Social Impact	The EIS must consider social impacts and, should any significant social impacts be identified, a Social Impact Assessment must be prepared in accordance with the Social Impact Assessment Guideline for State Significant Projects.	Social Impact Assessment

Site Description

The proposal is for the redevelopment of the existing 'Chimes' building at 45–53 Macleay Street, Potts Point, within the City of Sydney Local Government Area. The 1,289 m² site is currently occupied by a residential flat building comprising 80 studio apartments and an above-ground car park. The existing building is listed as a 'detracting element' in the Potts Point Heritage Conservation Area (HCA) (Sydney LEP 2021) (Ref. No C51).

The site is located within the City of Sydney Local Government Area (LGA) and is legally described as SP 934. The existing housing stock is uniform in type, consisting solely of small-format studio apartments that are privately rented at an average of \$550 per week.

The site is positioned in the heart of Potts Point, a dense inner-city neighbourhood characterised by a strong mix of residential, retail and hospitality uses. The area is well-served by local amenities, including supermarkets, cafés, restaurants, boutique retail, and a wide range of community services. The Sydney CBD and the Royal Botanic Gardens are located to the west, Elizabeth Bay and Rushcutters Bay to the east.

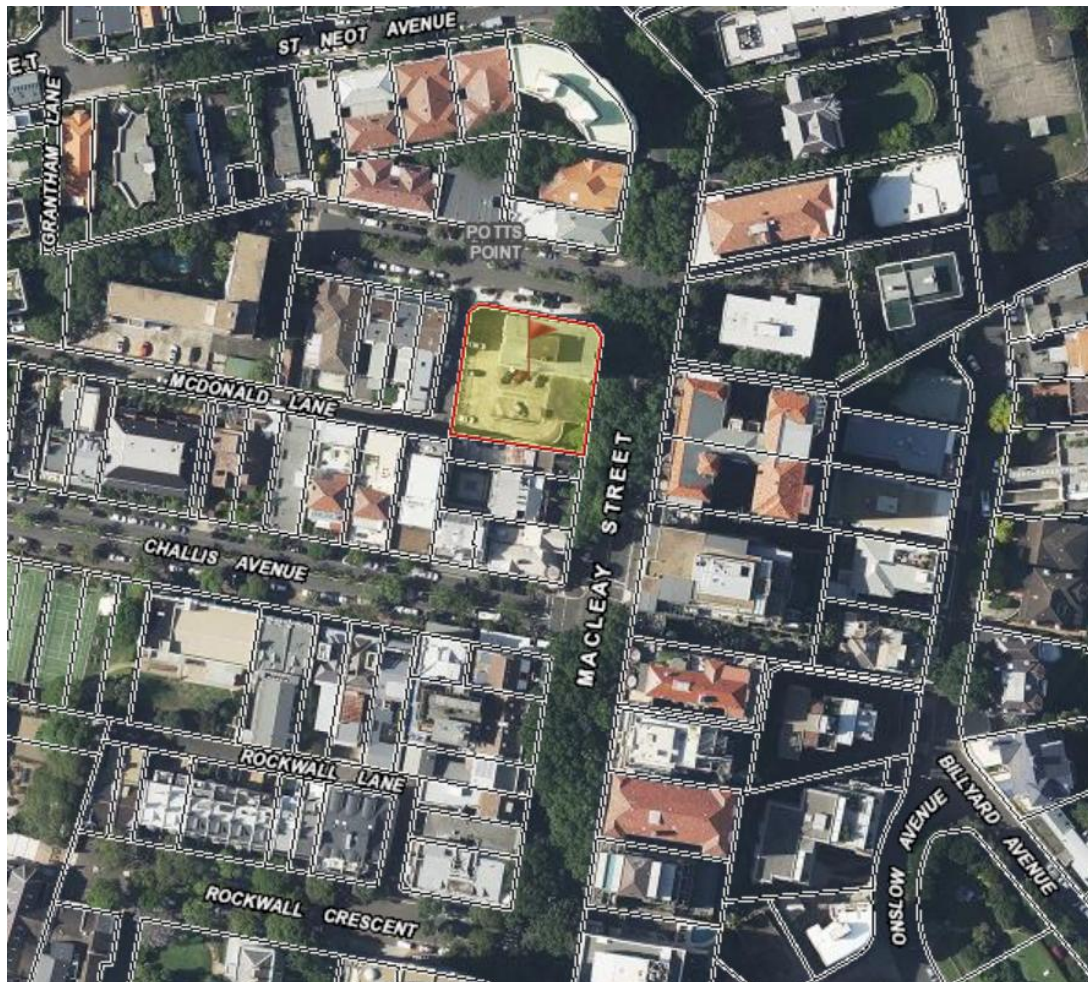


Figure 1 - Site Aerial: 45-53 Macleay Street, Potts Point. Source: SIXMaps

Methodology

The assessment of social impacts has been conducted in accordance with the NSW DPHI *Social Impact Assessment Guideline* for State Significant Projects (July 2025). It is noted within the Guideline that for State significant housing projects, the EIS must consider social impacts and if any significant social impacts are identified, an SIA must be prepared in accordance with the Guideline.

This assessment draws on guidelines published by the International Association for Impact Assessment (IAIA), *International Principles for Social Impact Assessment* (Vanclay 2003), which defines Social Impact Assessment as:

‘The process of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions. Its primary purpose is to bring about a more sustainable and equitable biophysical and human environment’. ([LAI4](#))

The impact assessment has taken into consideration the potential impacts of the proposal in relation to the following 8 categories of impact:

- **Way of life** (how people live, how they get around, how they work, play and interact each day)
- **Community** (composition, cohesion, character, how the community functions, resilience and people’s sense of place)
- **Accessibility** (how people access and use infrastructure, services and facilities, whether provided by a public, private or not-for-profit organisation)
- **Culture** (both aboriginal and non-aboriginal including shared beliefs, customs, practices, obligations, values and stories including connections to country, land, waterways, places and buildings)
- **Health and wellbeing** (physical and mental health, especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, access to open space and effects on public health)
- **Surroundings** (ecosystem services, shade, pollution control, erosion control, public safety and security, access to and use of the natural and built environment, aesthetic value and amenity)
- **Livelihoods** (people’s capacity to sustain themselves through employment or business)
- **Decision making systems** (the extent to which people can have a say in decisions that affect their lives and have access to complaint, remedy and grievance mechanisms).

The SIA undertaken by Urbis for the Concept SSDA being recent and comprehensive provides a strong foundation for understanding the potential social impacts of the proposal. This SIA builds on the initial findings; in doing so, Notting Hill continues to assess impacts in accordance with the **eight key categories of social impact**, ensuring that emerging issues identified through the detailed design phase are examined within a consistent and robust methodological approach.

Key stages of the impact assessment include:

- **Baseline Review:** Re-examination of the previous baseline analysis and project context to confirm the appropriateness of the defined social locality and identify any material changes since the concept proposal.
- **Preliminary Research and Engagement Review:** Review of prior reporting and stakeholder engagement outcomes to validate and expand on the community’s key values, concerns and aspirations for the Proposal.
- **SIA Survey Fieldwork:** Assessment of detailed stakeholder survey findings to strengthen understanding of current social conditions and community perspectives.
- **Technical Report Review:** Technical reports conducted across various disciplines in support of the SSDA are reviewed to provide conclusions and recommendations related to the immediate and ongoing management of the impacts arising from the Proposal.

- **Impact Scoping and Assessment:** Review and refinement of the issues scoping and impact assessment to reflect the detailed design proposal. This includes a comprehensive analysis of potential social impacts during construction and operation phases, with particular attention to directly affected communities and key stakeholder groups. The assessment has taken into consideration the NSW DPHI SIA Guideline, Technical Supplement to assess each identified area of impact in relation to its likelihood and magnitude as well as the significance of each of the pre-residual impacts.
- **Identification of Mitigation and Enhancement measures followed by a residual impact assessment:** The social impacts have been reassessed following the application of enhancement and mitigation measures to determine the resulting residual significance of social impact.

Author Declaration

This Social Impact Assessment has been prepared by Notting Hill Advisory in accordance with the *NSW Social Impact Assessment Guidelines* (NSW Department of Planning, Housing and Infrastructure, 2025) and in alignment with the best practice principles established by the *International Association for Impact Assessment (IAIA)*.

This assessment has been undertaken with professional independence, diligence and adherence to ethical practice standards. All reasonable steps have been taken to ensure the information, data and analysis contained in this report are accurate, evidence based and reflective of the social context and community values relevant to the proposal.

The author confirms that the methodology used is consistent with recognised SIA practice, including early scoping of potential impacts, stakeholder engagement, analysis of social baseline conditions, assessment of positive and negative impacts, and identification of mitigation and enhancement measures to support equitable and sustainable outcomes.

Lead Author

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Peer Review and Specialist Advisory

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Literature Review

This section summarises the key policy and planning frameworks at the national, state, and local government levels relevant to the proposed mixed-use development at 45–53 Macleay Street, Potts Point.

National Housing Accord 2022

Introduced in October 2022, the National Housing Accord sets out a coordinated national response to address Australia’s housing supply and affordability challenges. The Accord commits to facilitating the construction of one million new well-located homes from 2024, supported by partnerships between all levels of government, investors and the construction industry.

The Accord recognises the need for new housing near existing jobs, services and public transport, particularly in high-amenity inner-urban areas such as Potts Point. The project aligns with these objectives by contributing to housing supply and diversity, including affordable housing, within the established Eastern Harbour City.

Greater Sydney Region Plan

The Greater Sydney Region Plan sets the long-term vision for Sydney as a metropolis of three cities: the Western Parkland City, Central River City, and Eastern Harbour City. Potts Point sits within the Eastern Harbour City, where the focus is on creating a liveable, well-connected and sustainable global city.

The Plan sets a direction for additional housing close to jobs and transport, with a goal for all residents to access jobs, education, and services within 30 minutes. The proposal supports this direction by delivering affordable and private market housing within an area well serviced by public transport and established employment centres.

Relevant objectives from the Plan include:

- **Liveability** – Providing housing choice close to jobs, transport, and services.
- **Productivity** – Supporting mixed-use centres that enhance access to employment and economic activity.
- **Sustainability** – Encouraging development that supports walkability and reduces emissions through efficient land use.

Eastern City District Plan

The Eastern City District Plan provides a finer-grained strategy for the Eastern Harbour City. The site at 45–53 Macleay Street falls within the **City of Sydney Local Government Area**, under this District Plan. Relevant planning priorities include:

- **Planning Priority E5** – Providing housing supply, choice and affordability in accessible locations.
- **Planning Priority E6** – Creating and renewing great places for people, balancing growth with heritage and character.

- **Planning Priority E8** – Fostering healthy, creative, culturally rich, and socially connected communities.
- **Planning Priority E10** – Delivering integrated land use and transport planning.

The proposed development contributes to these priorities through the renewal of a key local site, provision of affordable housing and activation of the ground plane to support a lively, walkable local centre environment.

State Environmental Planning Policy (Housing)

The Housing SEPP provides a consolidated framework for the delivery of diverse and affordable housing types across NSW and supports the inclusion of affordable housing within private developments.

The proposal aligns with this policy through its inclusion of dedicated affordable housing to be managed by a registered Community Housing Provider (CHP). The site benefits from provisions under the SEPP that encourage well-located affordable housing near transport, jobs, and services.

Future Transport Strategy 2061

The NSW Future Transport Strategy sets out a 40-year vision for an integrated and sustainable transport network. Potts Point is well-served by frequent public transport, including proximity to Kings Cross Station, major bus corridors, and active transport connections.

By intensifying residential and mixed-use development within an existing transit-rich location, the proposal supports state objectives to optimise infrastructure use, reduce congestion, and promote sustainable modes of travel.

NSW Government Architect – Better Placed

Better Placed defines the principles of good design across NSW, emphasising health, responsiveness, integration, equity, and resilience in the built environment. The project will be guided by these principles through design quality review processes, with an emphasis on delivering a well-designed mixed-use development that enhances local streetscape character and public domain outcomes for residents and visitors alike.

NSW Government Architect – Connecting with Country Framework

The Connecting with Country Framework guides project proponents in embedding Aboriginal perspectives and values in the planning, design, and delivery of projects. While the site is in an established urban context, the principles of respect for Country, co-design, and acknowledgement of Aboriginal connection to place remain relevant. These will be reflected through engagement with local Aboriginal stakeholders and in the design response where feasible.

Social Impact Assessment Guideline and Technical Supplement

The NSW SIA Guideline and Technical Supplement provide the framework for assessing the social consequences of State Significant Projects. The guidelines emphasise early engagement, consideration of community values, and the identification of potential positive and negative social impacts.

The SIA for 45–53 Macleay Street has been prepared in accordance with these requirements and will form part of the broader Environmental Impact Statement (EIS) for the proposal.

City of Sydney – Local Policy Context

The Proposal aligns with the strategic directions set out in the City of Sydney’s Sustainable Sydney 2030–2050: Continuing the Vision, which seeks to ensure that Sydney remains a green, global and connected city. Key directions relevant to this project include:

- **Housing for all** – Encouraging affordable, diverse and well-designed housing within established urban centres.
- **A connected city** – Promoting walking, cycling and public transport as the primary modes of travel.
- **A liveable and inclusive city** – Supporting local services, amenities and community infrastructure that contribute to social inclusion.

The proposal also supports the objectives of the **City of Sydney Local Strategic Planning Statement (2020)**, which seeks to balance population growth with liveability and heritage protection. The LSPS identifies Potts Point and Kings Cross as areas for careful renewal, preserving character while delivering additional housing and active street environments.

Finally, the **City of Sydney Affordable Housing Strategy (2021)** reinforces Council’s commitment to increasing the supply of affordable housing across the LGA, particularly in inner-city areas where affordability pressures are most acute. The inclusion of affordable housing within this proposal directly supports this objective.

Stakeholder Engagement

Stakeholder engagement is at the heart of assessing social impact. Community and stakeholder feedback provides the base of evidence for understanding how people experience change and their views on how best to manage this change.

The engagement program for this SIA combined quantitative and qualitative methods to capture a balanced sample of local sentiment. A statistically representative SIA survey was undertaken using live person-to-person telephone interviews (n=119) across Potts Point and Woolloomooloo, complemented by consultation delivered by Brilliant Logic between June and August 2025. Engagement activities included focus groups, an online survey, a project website, electronic newsletters, and letterbox notifications to approximately 2,000 local properties.

Together, these processes provided a robust understanding of community awareness, perceptions, and priorities. Survey findings show that awareness of the proposal is high and that residents recognise the benefits of affordable housing, site renewal and ground-floor activation. Feedback gathered through consultation confirmed that refinements made since the Concept SSD stage - including dedicated affordable housing, increased setbacks, design and landscaping - respond directly to earlier community input.

SIA Survey

A community survey was conducted in support of the SIA using Computer-Assisted Telephone Interviewing (CATI), with call-centre staff completing live person-to-person interviews with local respondents of approximately 8 to 10 minutes. Fieldwork took place between 1 July and 5 August 2025, with a total sample size of n=119 with adult residents across Potts Point and Woolloomooloo.

Results have been weighted by homeownership status to ensure they are representative of the adult population within the area. The margin of sampling error for topline results is approximately $\pm 9\%$ at a 95% confidence interval.

Results from the survey indicated that local awareness of the proposal at 45–53 Macleay Street is high, with almost half (46%) of residents aware of it. Community attitudes are mixed, with 46% of respondents either favourable or neutral towards the proposal, and 34% expressing an unfavourable view.

Overall, sentiment in the survey found that community attitudes towards specific elements of the proposal are positive. Majorities expressed support for: the inclusion of affordable housing (74% favourable), new ground-floor retail along Macleay Street (70% favourable), and the requirement for a competitive design process (70% favourable).

Some survey respondents expressed concern that the proposal would result in the reduction of affordable housing stock in the local area. This issue is contemplated in detail in this SIA and responded to in the impact assessment section of this SIA.

Below is a sample of verbatim quotes from survey respondents.

“I agree with it if it’s for affordable housing.” Female 45-54, Homeowner with a mortgage

‘I’m generally favourable and agreeable with the project especially on the affordable housing component...’ Male 45-54, Homeowner without a mortgage

“I am favourable about the proposal ... I am empathetic towards the people who will be affected by the affordable housing proposal.” Female 25-34, Homeowner with a mortgage

“I’m disappointed that only 15% is allocated for affordable housing. While I’m grateful for that, I think they should allocate more, at least 30%.” Female 65-74, Homeowner without a mortgage

“The location is a commercial area, this development increases the amenities without damaging the streetscape and a 1960’s building does not present well, it’s good that they are redeveloping it.” Male 75+, Homeowner with a mortgage

“As long as the architectural quality is good, it will be a positive addition to the surrounding buildings.” Male 55-64, Homeowner without a mortgage

“It’s terrible that they are destroying a historic building.” Female 55-64, Renter

Community Engagement

Community engagement for the Detailed Design phase of the proposed mixed-use development at 45–53 Macleay Street, Potts Point was undertaken by Brilliant Logic on behalf of the Applicant between June and August 2025. Engagement methods included a focus group, online survey, project website, electronic direct mail, and letterbox distribution to approximately 2,000 local properties.

The engagement provided valuable qualitative insights into community priorities and concerns.

Key Themes

- Recognition that the revised design addressed earlier concerns raised during the Concept SSD stage.
- Support for the inclusion of 15% affordable housing for a 15-year period, targeted to essential workers.
- Preference for larger, more liveable studio apartments.
- Endorsement of a slender built form with increased setbacks to reduce view and solar impacts on neighbours.
- Support for active ground-floor retail, with a preference for independent cafés and restaurants.
- Positive feedback on deep soil landscaping, darker brick podium materials and integration of sustainability features.

- Favourable response to the consolidation of all parking underground and inclusion of EV charging capacity.

Concerns Raised

- Ongoing concerns about building height and scale, perceived as inconsistent with the area's established character.
- Potential construction impacts, including noise, dust, traffic, and safety during works.
- Questions around the management and duration of affordable housing, particularly after the 15-year period.
- Concern that reducing total dwellings from 80 to 45 may lessen the supply of smaller, more affordable housing.
- Desire to avoid low-quality retail operators such as fast-food or convenience outlets.

Additional Suggestions

- Requests for bike parking or bike-share facilities, pet-friendly amenities, and EV charging in basement parking.
- Calls for greater detail on overshadowing, view impacts, and affordable housing governance.
- Interest in clear communication and mitigation of construction impacts through an approved management plan.

Overall, feedback during the Detailed Design phase was more positive than during the Concept SSD stage, with participants recognising that earlier input had informed key refinements to the proposal. The community noted improvements in building form, affordable housing, landscaping, and architectural detailing as positive outcomes.

While some concerns remain regarding height and construction, the design was generally viewed as a contextually responsive improvement that better aligns with the local character of Potts Point and the priorities expressed through earlier consultation.

Ongoing engagement will continue through the project website and email updates, ensuring stakeholders remain informed as the proposal progresses through assessment.

Exhibition of the Concept SSDA

During the public exhibition of the Concept SSDA for 45–53 Macleay Street, Potts Point, a total of 198 submissions were received via the NSW Planning Portal.

The majority of submissions were from local residents, with a small number from government agencies and community organisations. The main issues raised related to the loss of affordable housing, building height and scale, heritage and character impacts, and potential construction and amenity impacts.

These matters and matters raised during engagement for the Concept SSDA have been considered in the preparation of the Detailed Design SSDA, resulting in refinements to the proposal that improve design quality, increase the provision of affordable housing, and better respond to the established character of Potts Point. The table below summarises the key issues raised during the exhibition period and

engagement program for the Concept SSDA and how these issues have been addressed in the detailed design.

Issue raised in submissions	How the detailed design responds
Loss of housing / affordable housing supply	The Applicant has increased dedicated affordable housing units, committed to long-term management by a CHP, and emphasised the improved quality of housing. Also, additional justification has been provided showing strategic merit for housing diversity in this location.
Heritage / character impacts (including demolition of the existing building, scale/bulk out of context)	A Heritage Impact Statement was provided, site is in a Heritage Conservation Area; design adjustments include increased setbacks, deeper landscaping and a refined envelope that seeks to respond more sensitively to local character.
Built form, scale, visual, overshadowing and view loss impacts	Supplementary assessments (overshadowing, visual impact, wind) have been conducted. The design was refined: e.g., setback from Macleay Street at ground to level 2 increased from 1.5m to 2m.
Ground-floor retail/commercial use in a primarily residential street and associated amenity (noise, parking, traffic)	The submission clarifies the nature of retail ground floor activation, includes management/operational controls, identifies parking provision (basement) and opportunities for local business links and community activation.
Procedure/transparency: community consultation, SSD pathway, perceived bypassing of local controls	The Applicant has provided a 'Response to Submissions Report' summarising concerns and responses; further engagement with the Department has been undertaken and additional studies commissioned to address issues.

Social Baseline

The social baseline assessment prepared as part of the initial Concept Development Application was comprehensive and remains largely applicable to the current proposal. This report has therefore reviewed and drawn upon the findings of that earlier baseline assessment, recognising its continued relevance and the limited change in local demographic, social and economic conditions since its preparation.

Where appropriate, updates have been provided to reflect any new or emerging information relevant to the detailed design phase, including any relevant stakeholder feedback obtained through ongoing engagement. This approach ensures consistency with the original assessment while maintaining an up-to-date understanding of the social context in which the project will be delivered.

Key findings of the baseline assessment have been outlined below to help inform the Impact Assessment and recommended mitigation, enhancement and management measures. These findings have been informed by a consideration of all groups and individuals potentially affected by the project, with specific reference to any vulnerable or marginalised populations. The assessment also takes into account the natural and physical features of the locality, relevant social, cultural and demographic trends, and the historical development context of the site and surrounding area. This ensures a comprehensive understanding of the factors that may influence the nature and extent of social impacts associated with the proposal.

Social Locality

The site is positioned in the heart of Potts Point, a dense inner-city neighbourhood characterised by a strong mix of residential, retail, and hospitality uses. It is well-served by local amenities, including supermarkets, cafés, restaurants, boutique retail and a public library. The Sydney CBD and the Royal Botanic Gardens are located to the west, with Elizabeth Bay and Rushcutters Bay to the east.

The area enjoys good access to public transport, situated approximately 750 metres from Kings Cross Station, which provides frequent rail services to Sydney CBD, Bondi Junction, South Sydney and the broader metropolitan rail network. Frequent bus services operate along Macleay Street, connecting the area to Central Station, Barangaroo and other parts of the Sydney CBD.

The site is situated within the MU1 Mixed Use zone and is part of an established urban precinct characterised by a mix of residential apartments, small shops, cafés, restaurants and services. The surrounding locality includes:

- Heritage buildings to the south and west
- Fine-grain retail and commercial activity along Macleay Street
- Several residential flat buildings ranging from 4 to 12 storeys
- High levels of pedestrian activity and access to Kings Cross Station, which provides direct links to the Sydney CBD and Eastern Suburbs

The site is well-served by community infrastructure including schools, libraries, parks, and health services, making it highly suitable for urban infill housing.

The social locality identified for the Detailed Design SSDA is consistent with that used in the Concept SSDA, noting that the community most directly impacted by the proposed redevelopment comprises the immediate neighbours surrounding the site along Macleay Street, McDonald Street and McDonald Lane, who are expected to experience the most direct social and amenity impacts during both construction and operation. These impacts may include changes to local character, visual outlook, traffic and access and general activity levels associated with the redevelopment.

Beyond the immediate site context, the broader social locality encompasses the neighbourhoods of Potts Point and Woolloomooloo, where residents and businesses are most likely to experience secondary and cumulative social impacts associated with the redevelopment. These communities share close physical proximity, interconnected local street networks, and social and economic relationships that mean changes to one area influence the other. Residents and visitors in these areas commonly use the same shops, cafes, parks and public transport links, and share a strong sense of community identity tied to the precinct's character and profile.

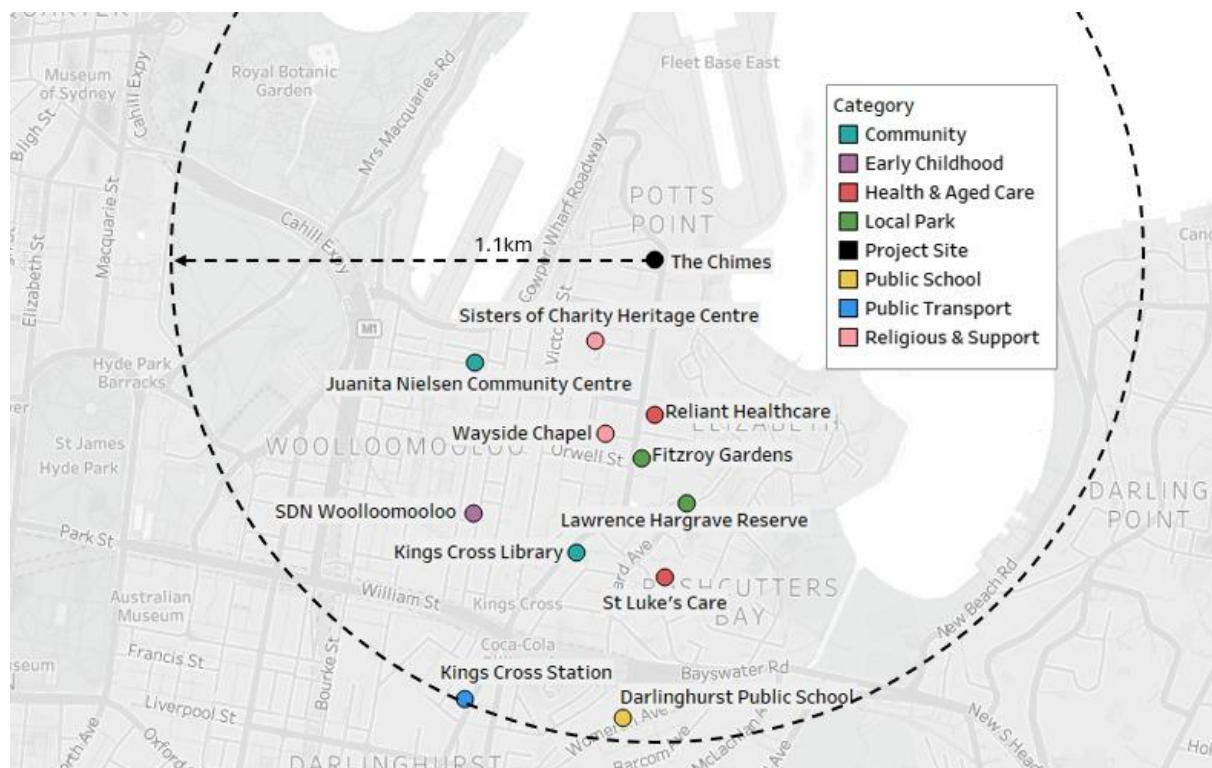


Figure 2: Potts Point Social Locality - Source: Notting Hill Advisory

Macleay Street is the social and commercial heart of the area. It features cafés, restaurants, shops and services that cater to the daily needs of residents. The existing Chimes building and car park occupy a prominent site on this street and have the potential to be replaced with a more functional and attractive built form that better contributes to the local character and pedestrian experience.

Potts Point is a distinctive inner-city neighbourhood with a long history and a unique local character shaped by its heritage, architecture and community. Originally part of Eora Country, the ridge became one of Sydney's earliest sites of European settlement outside the town centre. In the 1820s and 1830s, large land

grants to Joseph Hyde Potts, Alexander Macleay and Judge-Advocate John Wylde established the area's initial pattern of grand villas and gardens, many designed by architect John Verge. Surviving examples such as Tusculum and Rockwall provide important heritage anchors and reminders of this early colonial period.

From the late nineteenth century onwards, the grand estates were progressively subdivided, giving way to terraces and, by the 1920s, some of Sydney's earliest and finest apartment buildings. Potts Point became closely associated with Art Deco and Modernist apartment design, with landmarks such as Macleay Regis, Cahors and Franconia on Macleay Street exemplifying this period. The suburb's built form thus reflects Sydney's transition from villas to high-density apartment living, while maintaining a consistent fine-grained and walkable street character.

The neighbourhood played a defining role in Sydney's heritage conservation movement. In the 1970s, the campaign led by activist Juanita Nielsen against over-development on Victoria Street became a symbol of local activism and community identity. These heritage battles contributed to broader planning reforms and remained central to how residents understand the value of place.

The existing Chimes building and car park occupy a prominent site on Macleay Street but currently under-deliver on the site's potential contribution to the area. Redevelopment presents an opportunity to provide a more functional and attractive built form that complements the heritage streetscape, enhances pedestrian amenity and strengthens the area's local character and identity.

Population Profile

This section provides an overview of the existing social environment, drawing on publicly available data sources such as the Australian Bureau of Statistics ABS, City of Sydney strategic documents and relevant state planning policies. It forms the basis for identifying and assessing potential social impacts and opportunities for mitigation or enhancement.

Potts Point and Woolloomooloo are dense inner-city neighbourhoods with a highly diverse and relatively transient population, shaped by the prevalence of rental housing. According to the 2021 ABS Census, the area has higher proportions of residents born overseas than the Sydney average, with strong representation from England, New Zealand, China, India and Europe, and a wide mix of languages spoken at home.

Socio-economically, the neighbourhoods reflect stark contrasts: many residents are professionals and high-income earners, yet Woolloomooloo retains a significant proportion of public and community housing. This mix produces a socio-economic diversity rarely seen so concentrated elsewhere in Sydney.

The age profile is weighted towards young adults aged 25–39, with relatively few families, though long-term older residents (60+) contribute an intergenerational dimension. Gender distribution is roughly balanced, with a slightly higher proportion of males than the Sydney average. Together, these features highlight the cultural, economic and demographic diversity of the locality.

Key demographic indicators for the social locality from the 2021 ABS Census include:

- Approximately 10,400 people live in the combined area of Potts Point and Woolloomooloo.
- The median age is 39 which is slightly higher than the Greater Sydney average of 37

- Approximately 74 percent of residents are under the age of 55
- The area has lower rates of long-term residence compared with the Sydney average with only 26 percent of people living at the same address five years prior

Housing and tenure

The local area is dominated by apartment living and is reflective of the high proportion of renters:

- Almost all dwellings are apartments or units:
 - Separate house: 0.3% of dwellings.
 - Semi-detached/terrace/townhouse: 9.4%.
 - Flat or apartment: 89.1%.
- Only 16 percent of households own their home outright
- A further 15 percent own with a mortgage
- The remaining 69 percent rent or occupy housing under other tenure types
- Median weekly rents for apartments in Potts Point (\$660 pw) are higher than the state average.

The existing building is strata subdivided under the Strata Schemes Development Act 2015, and as previously documented in relation to the concept proposal, Chapter 2, Part 3 of the Housing SEPP in relation to retention of existing affordable rental housing does not apply to the existing building.

As noted below, the median rent of a bedsitter (studio apartment) in the Sydney LGA recorded in the most recent June 2025 quarter is \$530/week and \$765/week for a one-bedroom apartment.

Quarterly Rent Statistics - June 2025 quarter					
Click for results by dwelling type					
Local Government Area	Dwelling type	Quarter	Region		
Sydney	Flat/Unit	June 2025	NSW		
	First quartile**	Median**	Third quartile**	New bonds lodged**	Total bonds held*
Bedsitter	\$470	\$530	\$650	263	2,968
1 Bedroom	\$660	\$765	\$850	3,091	26,507
2 Bedrooms	\$950	\$1100	\$1230	1,837	21,787
3 Bedrooms	\$1300	\$1500	\$1740	283	3,505
4 or more Bedrooms	-	-	-	-	153
Total	\$710	\$850	\$1050	5,494	55,728

(s) 30 or less bonds lodged, (-) 10 or less bonds lodged

* This refers to the total number of active Bonds held as at the end of the reporting period (e.g.: 30 June 2018). It is not directly comparable to the "Bonds held" figures published in the reports before the September 2017 quarter due to different counting rules.

**Due to the implementation of a change in extracting dwelling address in the December 2020 quarter, the number of records with incomplete address information has reduced from 5% to 2%. Hence, caution should be exercised when comparing historic data prior to the September 2020 quarter.

*** The data relates to private market rent.

Figure 3: NSW DCJ Rent and Sales Report - interactive dashboard; October 2025

The future resident profile of the proposed development in Potts Point is expected to closely reflect the characteristics of the existing local population. The area, as outlined above and described in the Social Impact Assessment supporting the concept proposal [SSD-79316759] is typified by high-income professionals, managers and knowledge-based workers, many of whom are single or couple households without children.

The existing apartments are generally small in scale, providing efficient but dated housing, suited to lower to mid-income renters seeking proximity to employment, services and the Sydney CBD. The property is not currently operated as affordable housing, as specified by the NSW Affordable Housing Ministerial Guidelines but functions as lower priced rental housing by circumstance with rents below new build-to-rent market rates due to the age and condition of the stock rather than by design. Current rents within the building are on average \$550 per week, which are noted to be more expensive than the existing median rent of the City of Sydney LGA, according to the NSW DCJ rent report.

As outlined in the NSW Affordable Housing Ministerial Guidelines affordable rental housing in NSW is housing delivered for very low-, low- or moderate-income households and priced so that the household can meet basic living costs. The general rule of thumb is that housing is considered affordable if a household pays less than 30% of their gross household income in housing costs.

In accordance with the [NSW Affordable Housing Ministerial Guidelines](#), rents for the dedicated affordable housing units at the proposed development would need to be set by the Community Housing Provider, to be either:

- As a discount of the current market rent, usually between 75-80% of market price
- As a proportion of household income, usually between 25-30% of household income before tax.

The usual income limit to be eligible for affordable housing in Sydney is between \$36,000 (very low) - \$86,400 (moderate) for a single household. (Source: <https://www.nsw.gov.au/departments-and-agencies/homes-nsw/social-housing-resources/nsw-affordable-housing-ministerial-guidelines/income-eligibility-limits-for-affordable-housing>)

Social Baseline Findings

- The site is well serviced by local amenities and is in close proximity to public transport. Within walking distance is the Kings Cross Train Station, connecting the locality to the metropolitan rail network and major centres across the Greater Sydney catchment.
- The suburb is densely populated, with a history of bohemian and nightlife activity. Over time the character of the neighbourhood has changed from a late-night entertainment precinct known for its bars and clubs to a more residential, cosmopolitan area characterised by apartment living, boutique retail and dining.
- The proposal aligns with the policy objectives for the area, providing for higher density living enabling residents to live and work in an area that is serviced with good public transportation and access to community and recreation facilities.
- Although listed as a 'detracting element', the site is within the Potts Point Heritage Conservation area, resulting in the need for the proposal to take into consideration the local context in relation to sensitivity towards design and aesthetic.
- The population is expected to grow at an annual growth rate of 1.0% per annum, increasing by 3,000 people over the next 15 years.

- In 2021 the population residing within the Potts Point suburb:
 - was typically older (median age 37 years) than the City of Sydney LGA (34 years) but similar to that of the Greater Sydney Catchment (37 years)
 - Was predominantly English speaking and had high levels of educational attainment.
 - Earned a higher weekly personal median income and weekly household income in comparison to the City of Sydney LGA and Greater Sydney Catchment.
 - Had fewer families with children and one parent families compared to the City of Sydney and Greater Sydney area with a higher proportion of lone person households.
 - The median weekly rent was lower in Potts Point than the City of Sydney LGA but higher than that compared to the Greater Sydney Catchment. The proportion of renters spending more than 30% of their household income on rental payments was lower in Potts Point than in the City of Sydney and Greater Sydney area.
 - There is a current residential vacancy rate of 1.8% as of September 2025 (Source: SQM Research). Generally, rental vacancy rates below the 3% threshold indicate an undersupply and heightened competition for rental homes.

The suburb is relatively advantaged in relation to the Socio Economic Index of Advantage and Disadvantage. Falling within decile 10 it can be expected to find that residents of the suburb are typically associated with higher-income households, professionals with better access to services and infrastructure.

As a result of the redevelopment, the project will deliver best-in-class new housing, including dedicated affordable homes for people on lower incomes within the Potts Point area. These dwellings will provide high-quality, secure and well-designed homes. By replacing ageing 1960s housing stock with modern dwellings that meet current design and sustainability standards, the project will significantly improve the standard of living for low-income earners within one of Sydney's most desirable inner-city neighbourhoods.

The inclusion of affordable housing responds directly to City of Sydney's target to deliver 11,000 affordable dwellings by 2036 and addresses growing concern about the loss of reasonably priced accommodation for essential and service-sector workers who keep the local economy functioning. In doing so, the proposal supports balanced demographic growth, ensuring that workers in hospitality, retail, health, and cultural sectors can continue to live close to their places of employment, contributing to the area's vibrancy and economic resilience.

Beyond meeting housing need, the project helps revitalise Potts Point by providing architecturally refined homes that respect the local heritage and streetscape character while introducing contemporary design excellence. The redevelopment aligns with existing rental and ownership patterns in the suburb and offers high-quality housing for residents who value an active, dense urban lifestyle.

Social Impact Assessment and Prediction

Concept Proposal SIA Findings

The previous Social Impact Assessment (SIA) prepared for the Concept SSDA remains a relevant foundation for this current SIA. It was a methodologically sound evaluation that comprehensively addressed the likely social outcomes of the proposal at a strategic level. Given the currency of that assessment and the fact that the overall project objectives, site context, and community profile have remained largely consistent, its findings continue to provide a valid basis for understanding the social implications of the development. It is therefore both appropriate and efficient to consider the previous SIA findings in this detailed design phase, ensuring continuity of assessment and alignment with the earlier evidence base while refining the analysis to reflect specific design, staging, and operational details now available.

A summary of the key findings from the previous Social Impact Assessment, relevant to the impact assessment of the current detailed design proposal, is outlined below.

Concept proposal Social Impact Assessment findings	Summary comment and relevance for consideration in the detailed design proposal
Way of Life was considered to result in: • High positive contribution for the Greater Sydney population in relation to housing diversity and affordability • Neutral for existing resident relocation requirements.	The Concept SIA noted the proposal would facilitate the development of higher-quality and more diverse housing stock with the provision of formal affordable housing, contributing to the City of Sydney Council's target to deliver 11,000 affordable dwellings by 2036. The initial assessment assumed that the proposal would reduce the total dwelling yield from 80 existing studio apartments, none of which were registered as affordable housing, to approximately 34 new apartments, including 9 dwellings designated for affordable housing. The detailed design proposal now delivers a significantly higher yield of affordable housing, providing 23 dedicated affordable apartments to be managed by a registered Community Housing Provider. The Concept SIA recognised that the existing housing stock on the site was of poor quality and below contemporary design and amenity standards, <i>"the existing site's internal spaces do not meet current minimum apartment standards regarding volume or floor area and lack of balconies and active street frontage"</i>. This position remains consistent in the detailed design proposal with the proposed redevelopment introducing modern, well-designed dwellings that meet current building code and design excellence standards, delivering measurable improvements in comfort and accessibility. By delivering an updated design, containing now over 50% of the total dwellings as dedicated affordable housing, the project makes a more substantial positive contribution to way of life, offering more dedicated secure housing for the local

	Potts Point community. Consistent with the Concept SIA, notice has been provided to existing tenants of the building at 45-53 Macleay St, Potts Point, providing a lengthy period for existing tenants to relocate.
Community was considered to result in: • Medium positive impacts for local community cohesion, specifically referring to immediate neighbours of varying socio-economic levels • Neutral for immediate neighbours and community in relation to sense of place and change to the local character as well as changes to amenity.	The Concept SIA found that there would be a neutral impact on community cohesion during construction. Further, the Concept SIA noted the detailed design of internal areas and shared access to community amenities would have the most significant impact on community cohesion for future residents. Local amenity changes arising from the development are considered to be enhanced. The concept SIA recommended consideration be given to engagement with the community, seeking feedback on opportunities to enhance local character. Whilst no detrimental impacts were identified in relation to sense of place, the detailed design proposal demonstrates how the development will positively contribute to and enhance the local character, strengthening the overall quality and identity of the place.
Accessibility was considered to be neutral for immediate neighbours and the surrounding community reflecting on changes to local parking availability.	The Concept SIA assessed the impact of accessibility primarily in relation to car parking during construction and operation, noting additional measures to further enhance the benefits of the proposal.
Culture was considered to result in low positive impact for surrounding residents and visitors with reflection given to nearby European heritage items and the local Heritage Conservation Area. In addition, neutral impacts were expected for the local Aboriginal community with no impact identified for sites of Aboriginal significance.	The Concept SIA noted mixed sentiment in relation to cultural heritage significance of the existing built form and there was a sense that the community viewed the redevelopment as negatively impacting nearby heritage items. However, further work was recommended to engage with the community about the character value of the existing building and how transition of the site through redevelopment could more seamlessly complement the surrounding historical cultural context. Of importance to note is that as identified within the Concept SIA, there are no known Aboriginal objects within the subject area and the physical works associated with the proposal will not cause harm to Aboriginal objects. Further consideration of attitudes to cultural significance of the site and surrounds has been addressed through additional engagement undertaken to inform this detailed design SIA.
Health and wellbeing was considered to result in a medium positive impact with improved access to amenities for future residents.	The site is outlined in the Concept SIA as being in close proximity to services and amenities to support everyday needs. This finding is consistent with that of the current detailed design proposal. The proposal, as outlined in the Concept SIA, is expected to improve housing stock to the Potts Point community.
Surroundings were considered to	The Concept SIA notes the development would result in a non-

result in medium positive impacts for neighbouring residents and visitors, referencing overshadowing and/or loss of privacy.	significant height change, comparable to surrounding buildings. Community concerns have raised the scale of the development may disrupt the local aesthetic appeal however, with the detailed design proposal aligning with statutory requirements the redevelopment of the site is considered to enhance the local character and visual aesthetic. Further discussion in relation to surroundings is outlined in the main body of the SIA, taking into account feedback received through the extensive survey undertaken to inform the detailed design.
Livelihoods were considered to result in low positive impacts for the local and surrounding workforce with potential for increased employment opportunities through retail offerings.	The Concept SIA identified livelihood change would be positive, mainly due to the contribution of the additional retail offering of the proposal. Stakeholders identified a desire to ensure the retail options catered to new and existing residents of the local area, also taking into consideration during operation the type of retail offering in a way that may contribute to local employment opportunities as well as business opportunities for low-income groups, enhancing local economic growth in the locality.
Decision-making systems was considered to result in medium positive for all community members with increased community and stakeholder participation as a result of being able to provide feedback on the proposal.	The Concept SIA found there was sufficient level of engagement provided during the concept stage to enable the community to provide feedback and participate in the decision-making procedures for things that affect their lives. Ongoing engagement during the detailed design phase was recommended, which has been undertaken.
Cumulative social impacts were discussed in relation to changes to local character and cumulative construction impacts.	Cumulative impacts in relation to the impacts of change and construction resulting from a number of other development projects in the locality have been addressed in the Concept SIA. While the assessment identified potential benefits in coordinating construction activities across nearby sites, no specific recommendations were made. It is acknowledged that the management of cumulative construction impacts within the wider locality extends beyond the responsibility or reasonable control of an individual applicant or developer. Each proponent is responsible for implementing mitigation measures for their own site, with broader coordination best managed through local or regional construction management frameworks led by relevant authorities. Further recommendations have been made in relation to best practice management of cumulative construction impacts in the body of the SIA.

The scoping phase established the foundation for assessment, defining the key focus areas and identifying the potential impacts associated with the concept approval. This process ensured that subsequent stages of the assessment were targeted, evidence-based and responsive to the most relevant social planning considerations.

As the proposal progressed, the design and operational approach were further refined to directly respond to key issues and community concerns identified through the scoping and engagement phases. These refinements have resulted in a more balanced development outcome that integrates a significant component of dedicated affordable rental housing on site, to be delivered in partnership with an approved affordable housing provider.

The proposed development, as described in the Environmental Impact Assessment, represents an evolution of the original concept design, informed by extensive engagement with the community and relevant stakeholders. The adjustments made demonstrate responsiveness to feedback and a clear intention to deliver a more balanced and contextually appropriate development outcome.

The revised proposal reflects a clear commitment to social inclusion and housing diversity, ensuring that the project contributes meaningfully to local housing supply whilst maintaining design excellence. In addition, the comprehensive engagement process has informed the detailed design response, guiding materiality, scale and landscaping to ensure the development remains sensitive to the surrounding built form, character and social context.

Based on the outcomes of the scoping and consultation phases the following focus areas reflect the issues raised by the community and the likely social changes associated with the proposed redevelopment. For this assessment the social element of culture has been embedded across the assessment of the seven social elements of value rather than treated as a standalone category, recognising that cultural identity, expression and sense of belonging are integral to how people experience place, community and wellbeing and therefore underpin all dimensions of social impact for this specific proposal.

The assessment therefore concentrates on understanding and managing the projects effects in relation to:

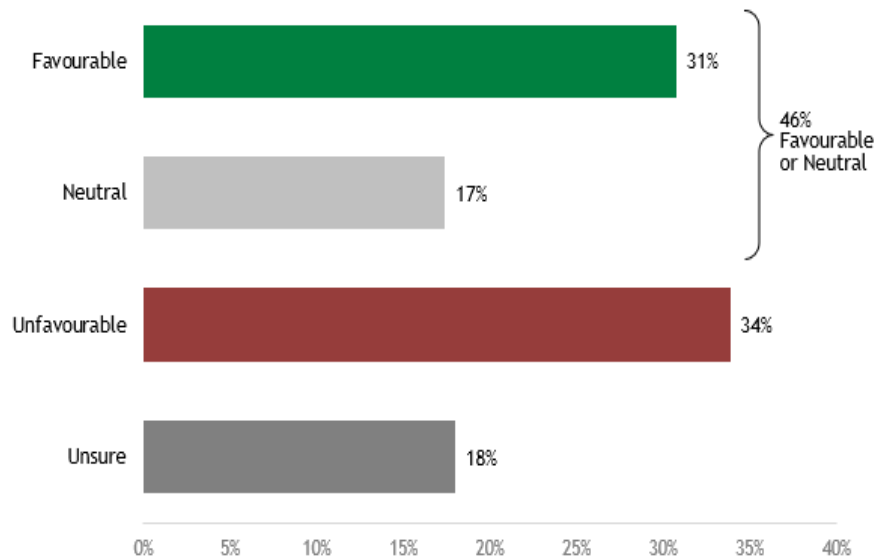
- **Way of Life:** specifically housing quality and supply, tenant relocation and housing access, local activation and economic benefit, broader community perceptions and long-term benefits.
- **Community:** specifically land use change that affects community character and sense of place, social cohesion and community connection, and character and sense of place during both construction and operation
- **Accessibility:** specifically access to and use of infrastructure services and facilities, access impacts during construction.
- **Health and wellbeing:** specifically upgraded apartment design, shared communal amenities and access to open space and services, provision of dedicated affordable housing.
- **Surroundings:** specifically, site enhancement, and access impacts during construction.
- **Livelihoods:** specifically, construction activities temporarily affecting local businesses and livelihoods, and
- **Decision making systems:** specifically, complaints and grievances in relation to the proposed development, impact to existing residents and local neighbours particularly during construction, as well as new residents.

Social Impact Assessment

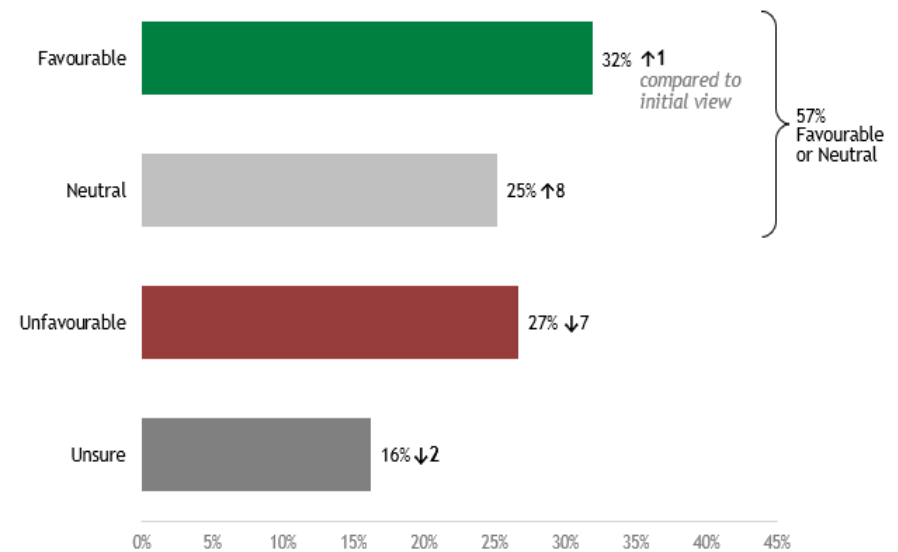
This summary presents the residual social impact ratings for the Potts Point Detailed Design proposal, during construction and operation, following implementation of mitigation and enhancement measures identified through this Social Impact Assessment and the project's supporting technical reports. The impact assessment undertaken to assess the potential impacts both positive and negative of the Detailed Design SSDA at 45-53 Macleay Street, Potts Point, considers the potential social impacts that may be experienced by the community in relation to impacts that may be physically observable or a rational fear or aspiration for the future. These include both tangible and intangible social impacts that may be direct or indirect. It is noted that social impacts may be experienced differently within a community at different stages or times of the project, including those experienced during construction and operation of the development.

Throughout the Social Impact Assessment, data points from the SIA Survey have been incorporated across selected impact categories to substantiate the analysis. The first of these relates to respondents' overall attitude towards the Proposal, measured both at the commencement of the survey and again after participants were provided with additional information about the Proposal.

Q. Based on what you know of this proposal, what best describes your attitude towards it?



Q. Thinking again about the proposal, what best describes your attitude towards it?



Way of Life

How people live, access to housing, how they get around, how people work, how they play and interact

Comment: Prioritised social impacts against the baseline conditions including the extent and nature of the likely social impacts.

Concerns have been raised regarding the potential loss of housing on the site as a result of the proposed development, particularly in relation to the availability of more affordable dwellings within the Potts Point suburb and City of Sydney LGA. While it is acknowledged that the overall number of dwellings will decrease, from 80 studio apartments to a mix of 44 apartments of varying sizes, the detailed design represents a significant improvement in the quality and affordability of housing outcomes in comparison to the initial concept proposal. The revised proposal substantially increases the provision of dedicated affordable housing, with 23 units now proposed compared to nine in the initial concept design. These dwellings will be managed by a registered community housing provider, ensuring long-term affordability and social benefit. This commitment results in more than 50 per cent of the total development housing supply being dedicated to affordable housing, reflecting a strong alignment with local and state housing objectives and a genuine response to community concerns.

The proposal will replace existing low-quality apartment stock with a modern, well-designed development. This will deliver a positive contribution to the overall quality of housing within the Local Government Area (LGA), supporting the ongoing renewal of the residential environment in Potts Point.

It is acknowledged that existing tenants will be required to relocate during redevelopment. Sufficient notice will be provided to ensure a fair and supported transition period, allowing tenants adequate time to secure alternative accommodation. Market analysis indicates that comparable housing options are available within the local catchment at a similar price point. Additionally, if required, eligible tenants may have access to affordable housing opportunities through established community housing pathways.

Given the site's proximity to established transport, retail, and community infrastructure, residents will benefit from convenient access to daily living needs and services. This accessibility will support residents to maintain independence, achieve positive health and wellbeing outcomes, and sustain strong social connections.

The proposal will also enhance street-level activation and contribute to the vibrancy of the local area. Some submissions in relation to the concept proposal related to concerns of the impact of the introduction of commercial uses within the residential street citing issues of potential noise impacts will be experienced as a result of the addition of a cafe or restaurant that may also change the local character and exacerbate pressure on parking and traffic. Despite some concern as a result of the detailed design proposal it is considered that the inclusion of commercial space on the ground floor will provide opportunities to build stronger connections with local businesses, promote community engagement, and improve the overall streetscape character.

While some concern has been expressed within the community regarding changes to housing supply and affordability, the proposal offers a long-term positive outcome. It will deliver an uplift in housing quality and provide a substantial increase in dedicated affordable housing units within the City of Sydney LGA, supporting broader policy objectives for inclusive and sustainable urban renewal.

Social Impact Assessment Table: Way of Life

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance				
Housing Quality and Supply	Major positive outcome as a result of increased dedicated affordable housing. Evidence to support this conclusion can be highlighted through the results of the SIA survey identifying the majority of respondents are favourable towards the inclusion of dedicated affordable housing on the site. Minor level impact as a result of overall reduction in housing stock in the City of Sydney LGA however, total reduction in overall stock (36 units) noted to be of poor overall design quality and not consistent with contemporary apartment design standards, combined with the increased dedicated affordable housing units is considered minor.  Inclusion of affordable housing ■ Favourable ■ Neutral ■ Unsure ■ Unfavourable <table><tr><td>74%</td><td>8%</td><td>6%</td><td>12%</td></tr></table>	74%	8%	6%	12%	The appointed Community Housing Provider should develop a site-specific Operational Management Plan to ensure effective safe and equitable management of the affordable dwellings. The plan should outline procedures for tenant selection and community safety and responsive tenancy support, reflective of the pressures and housing dynamics of inner Sydney. The plan should prioritise the delivery of secure affordable rental housing that promotes tenant stability, fosters positive neighbour relations and maintains high standards of property and social management. The plan should also include mechanisms for ongoing monitoring, transparent communication with residents and coordination with local support services to uphold wellbeing and ensure the housing continues to meet community needs over time.	High positive social impact significance as a result of the provision of 23 dedicated affordable housing rental units. Low - Medium level social impact experienced by some as a result of overall reduction of housing stock on the site however, it is noted the initial concept proposal has been refined in response to stakeholder feedback, resulting in an increase in the overall housing supply through the detailed design proposal, compared to the original concept.
74%	8%	6%	12%				
Tenant Relocation and Housing Access	Moderate level impact as a result of existing residents needing to secure alternate housing. However, as existing residents have been actively engaged	Recommended engagement with current residents on site continue to ensure a smooth transition to new housing, with potential to arrange housing transition	Low - medium level social impact as a result of managing existing tenant expectations and transition to new housing. While it is an inherent aspect of renting that tenants may, at times, be				

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	with and involved in the process of the redevelopment and have also raised no concern with the future need to relocate, also potentially being rehoused in the new development the impact is considered manageable.	with the new community housing provider, when the construction begins.	required to relocate, the potential impact of such moves can be significantly reduced through transparent communication, clear expectations, and the provision of generous lead times to allow for orderly transition. Under the recent NSW tenancy reforms, written termination notices must observe minimum notice periods of at least 90 days for a landlord ending a periodic tenancy and at least 30 days for the end of a fixed term tenancy without a breach.
Local Activation and Economic Benefit	Redevelopment of the site will likely contribute to positive social and economic outcomes for the locality with the introduction of a high-quality, mixed use and mixed tenure apartment building. Ground level activation of the new building will enhance street-level activity and improve visual amenity of the public domain. The inclusion of ground-level retail spaces garnered a high degree of public favourability in the SIA survey, see data point below. Long term outcomes of the redevelopment of the site are expected to stimulate local economic activity through increased employment opportunities and property management and building operations. The enhanced public interface and improved streetscape is expected to strengthen	To maximise the public benefit, it is recommended a local activation plan be implemented to support partnerships with nearby businesses, promoting community use of the ground floor spaces and monitor the ongoing economic and social vitality of the area. It is recommended, where possible, the redevelopment of the site promotes local contracts for construction, contributing to the local workforce.	High positive impact significance is anticipated with redevelopment of the project and enhanced activation of the ground level commercial space.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	social interaction and increase perceptions of safety.  New ground-level retail spaces fronting Macleay St ■ Favourable ■ Neutral ■ Unsure ■ Unfavourable 70% 10% 12% 8%		
Broader Community Perceptions and Long-Term Benefit	Views expressed throughout the concept proposal development phase identified concern about the perceived loss of housing stock resulting from the redevelopment. Particularly in relation to the fear that such projects contribute to housing scarcity and displacement of low-income earners within the local area. Whilst these concerns are understandable, the redevelopment ultimately delivers a positive long-term outcome by replacing outdated poor-quality dwellings with new, well-designed homes that meet contemporary housing standards. The inclusion of dedicated affordable housing ensures that lower-income households continue to have access to secure high quality housing within the local area. This approach offers lower income residents with greater comfort and enhanced connection and amenity than the retention of substandard	To mitigate the community concern regarding the perceived loss of housing stock, proactive communication and transparent engagement is essential. It is noted the detailed design has addressed early concept proposal concerns regarding the reduction of affordable housing supply as a result of the redevelopment of the site. In response the design now incorporates significantly more dedicated affordable housing that will be operated by a community housing provider and managed appropriately to meet the needs of lower income households in the local area. Early and ongoing information sharing should clearly articulate the rationale for redevelopment, the quality improvements being delivered and the net social benefit of providing safe, modern and affordable housing. Visible construction updates, community newsletters and opportunities	Low level impact is anticipated in relation to those who fear the perceived loss of housing stock resulting from redevelopment of the site.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	housing stock could provide.	for residents to view the evolving design and completed dwellings can further reduce the uncertainty and build confidence in the projects social value.	

Community

Composition, cohesion, character, function, resilience and sense of place

Comment: Prioritised social impacts against the baseline conditions including the extent and nature of the likely social impacts.

Potts Point and Woolloomooloo are dense inner-city neighbourhoods within the City of Sydney LGA, characterised with a distinctive inner city residential profile, home to around 10,400 residents (ABS, 2021). The median age is 39, slightly above the Greater Sydney average of 37, with three-quarters of residents under 55 and a balanced gender profile. The community is predominantly composed of young to mid-career professionals, many living in small households and apartments, with an average household size of 1.5 persons.

The area exhibits a highly mobile and diverse population, shaped by its dominance of rental housing (69%) and low levels of long-term residence—only 26% of people lived at the same address five years prior. The neighbourhoods also display stark socio-economic contrasts, with Potts Point ranking among Australia’s most advantaged areas (SEIFA Decile 10), while Woolloomooloo retains a significant proportion of public and community housing (19.5% of households renting from a housing authority or community housing provider as recorded at the 2021 ABS Census), producing a rare concentration of mixed incomes and social backgrounds.

Cultural and linguistic diversity is a defining feature: 45% of residents were born overseas, most commonly in England, New Zealand, China, India and the United States, and 28% speak a language other than English at home.

Employment is concentrated in professional and managerial roles, with many residents commuting to areas of the City of Sydney LGA, predominantly the Sydney CBD likely via public transport. The area’s built form, dense, walkable and with a rich cultural history, anchors a long-standing local identity shaped by its dense living arrangements, active street life and history of community activism.

Overall, Potts Point and Woolloomooloo are vibrant yet socio-economically complex communities, balancing affluence with vulnerability, long-term residents with short-term renters, and historic continuity with ongoing change. Redevelopment in this context should reinforce amenity, access and neighbourhood character

along with alignment to housing diversity and affordability and social inclusion, ensuring the local neighbourhood character is managed with sensitivity to a population that values accessibility and connectivity.

Community attitudes towards the development and housing proposal reflect a balance of cautious optimism and ongoing concern. While participants appreciated the improvements made in response to earlier feedback—highlighting better building design, increased affordable housing, and enhanced landscaping—there remain reservations about issues such as the potential impacts on housing affordability, and the need for careful management of construction effects.

Social Impact Assessment Table: Community

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Land use change that affects community character and sense of place	The development is predominantly consistent with existing uses on the site, with the addition of ground-floor commercial activity. The vast majority of the site will continue to be used for residential purposes, ensuring the proposal remains aligned with the prevailing character and function of the locality. The duration of impact that may be experienced by those concerned with the change of use at the ground level, to incorporate commercial uses is expected to be during the initial phases of the project. It is anticipated any pre-existing fears and concerns can be lessened with effective mitigation measures. The additional ground floor activation with commercial uses has the potential to positively impact on	With a combination of acoustic design treatments and operational management practices and transparent communication the potential for character impacts resulting from the incorporation of an additional commercial use can be significantly reduced. This will ensure the activation and increased vibrancy of the ground level will be enhanced without compromising on the strong sense of place. In the selection of the operator of the ground floor commercial space it is recommended consideration be given to hours of operation to ensure minimal noise and disturbance to surrounding residents late at night. It is recommended appropriate acoustic treatment is incorporated to minimise noise transfer to resident levels above. The design of the proposal incorporates effective buffer zones for transitional spaces between the	Negligible level impact is anticipated in relation to the perceived fear of change of character and sense of place to the local area. This impact is likely to be negligible with appropriate enhancement and management measures.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	the character of the local area, with greater activation of the street level. The proposed space will provide a unique connection point and safe welcoming space for both residents of the building and surrounding neighbours.	commercial space and residents, with distinct entry and exit points for patrons and residents to maintain residential privacy and security. It is recommended pre-opening communication is conducted to inform surrounding residents of the business operation and management practices, including complaint response mechanisms and a regular review of the use of the ground level commercial space to ensure it appropriately fits with the character of the local area.	
Social Cohesion and Community Connection	Physical design contributes to how residents interact within a building. In this proposal, communal spaces are provided for separate strata across affordable and marketing housing, reflecting the differing operational and management arrangements for the podium and tower. This arrangement presents a moderate negative social impact	It is recommended that to enhance the community connection of residents of the new building and surrounding neighbours the following measures are adopted: ● Engagement with the Community Housing Provider should occur during finalisation of operational arrangements to confirm access, security and management settings, ensuring any differentiation remains transparent and proportionate to operational needs. ● High-quality human scaled design to ensure shared spaces are comfortable, inclusive for all residents.	Moderate positive social impact significance on the basis that the proposed mitigation measures as described are implemented.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
		● Design elements to be consistent throughout to avoid visible differentiation between affordable and market dwellings to promote inclusion and equality. ● Ground floor activation includes space that allows residents to connect with the surrounding neighbourhood. ● A social value framework adopted to establish social and community benefit through the guidance of building operations that measures resident wellbeing and cohesion. ● The community housing provider appoints a resident engagement lead trained in community development to support new residents and coordination of events. ● Pre-move engagement is incorporated to support transition of residents to the new building. ● Neighbourhood partnerships are explored to collaborate with local businesses, schools or centres to integrate the development and new residents into the broader social fabric.	

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
		• Host seasonal gatherings to encourage cross-resident participation. • Develop key performance indicators around frequency of resident participation and resident satisfaction and wellbeing.	
Community character and sense of place during construction and operation	As previously outlined, community attitudes towards the development reflect a balance of cautious optimism and ongoing concern. Evidence suggests community attitudes have positively shifted in response to the Detailed Design proposal, specifically in relation to building design, improved landscaping and increased availability of affordable housing. However potential impact remains in relation to the broader issue of housing affordability in the City of Sydney LGA as well as localised impacts on the community during the period of construction. It is anticipated the social impacts on community character and sense of place are low and unlikely given the nature of the development is in keeping with the existing built form	To effectively mitigate disruption to local amenity, maintain neighbourhood character and support community trust it is recommended: • A construction management plan is implemented in accordance with best practice, including the NSW EPA guidelines, detailing noise, dust, vibration and traffic management controls to preserve local amenity. • Maintain regular updates via newsletters, social media and/or a project webpage outlining the construction progress, upcoming works and how community feedback continues to influence decisions. This is to include a complaints process to enable quick responses to community concerns and support ongoing community confidence in the development project	Negligible social impact significance with the inclusion of mitigation measures during construction and operation.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	fabric of the locality and offers a built form solution that is in keeping with the local demographic characteristics, noting the response to the detailed design statement has been generally positive. Some perceived fears in relation to sense of place are considered minor given the transition of the site, whilst decreasing the total dwelling number will provide dedicated affordable housing for a minimum of 15 years. There is no indication that the temporary construction period will materially or permanently alter the established sense of place or community character. Construction activities will be managed in accordance with industry best practice and relevant environmental and construction management standards, ensuring that local amenity, streetscape qualities, and the valued character of the surrounding neighbourhood are maintained throughout the works. Any short-term disruption associated with noise, traffic, or visual change will be appropriately mitigated through coordinated management measures,	management. ● Provide high quality hoarding design incorporating public art, local storytelling or historical references that celebrate the area identity and include greenery or temporary murals co-designed with the local community. ● Reduced social stress associated with relocation and equitable access to future housing opportunities can be managed in conjunction with the community housing provider. A focus should be given to consideration of prioritisation of returning residents or households that may have been displaced by the redevelopment into affordable dwellings, where eligible. ● To maintain community connection and address concerns in relation to loss of affordability in the broader sense it is recommended the community housing provider develops a transparent plan that outlines how affordability will be managed or transitioned after 15 years to reduce the burden of sudden loss of dedicated affordable housing stock. It is	

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance										
	preserving the overall identity and continuity of the local area. The SIA Survey revealed support across the community for the competitive design process and the notion that the design process will assist in ensuring the new building complements the existing character of Macleay Street. The competitive design process will help ensure the new building complements the character of Macleay St ■ Agree ■ Neutral ■ Unsure ■ Disagree <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Agree</td><td>55%</td></tr><tr><td>Neutral</td><td>14%</td></tr><tr><td>Unsure</td><td>10%</td></tr><tr><td>Disagree</td><td>22%</td></tr></table>	Response	Percentage	Agree	55%	Neutral	14%	Unsure	10%	Disagree	22%	also recommended community housing provider advocacy groups promote longer term affordable housing solutions to ensure ongoing increase in affordable housing stock for metropolitan Sydney. ● Social Impact Monitoring is recommended to provide follow-up monitoring 1-2 years post-occupation to assess character and sense of place for residents and the locality with findings publicly reported.	
Response	Percentage												
Agree	55%												
Neutral	14%												
Unsure	10%												
Disagree	22%												

Accessibility

How people access and use infrastructure, services and facilities, whether provided by a public, private or not-for-profit organisation

Comment: Prioritised social impacts against the baseline conditions including the extent and nature of the likely social impacts.

The site benefits from a high level of accessibility, being well connected to public transport, local services, and community infrastructure consistent with the established inner-city urban fabric. Residents of the area have convenient access to multiple transport options, including frequent bus routes, nearby train stations, and active transport networks such as pedestrian and cycling paths that connect Potts Point, Woolloomooloo, and the Sydney CBD.

Demographic analysis of the surrounding locality indicates a population that is generally highly mobile, with a lower rate of private vehicle ownership and a greater reliance on walking, cycling, and public transport compared with the broader City of Sydney and Greater Sydney averages (ABS 2021). The concentration of amenities within walking distance—including shops, medical services, community facilities, education, and open space—supports a high degree of self-containment and independence for residents.

This high level of accessibility contributes positively to social inclusion, enabling equitable access to employment, education, and essential services for residents of diverse ages and income levels. It also aligns with best practice principles in sustainable urban development by reducing car dependence and supporting active, healthy lifestyles.

The proximity of the site to public transport, local services and active transport routes further enhances accessibility supporting inclusive, sustainable and healthy living, reinforcing the development contribution to a connected socially cohesive neighbourhood.

Social Impact Assessment Table: Accessibility

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Access to and use of infrastructure, services and facilities	The redeveloped site will provide high quality housing in an area that is highly accessible to public transport, social infrastructure and amenities. Given the proximity to the Sydney CBD and metropolitan transport network it is considered the site is highly accessible and will allow for residents to easily access major social infrastructure services within the broader metropolitan area. Access to public transport and the walkability of the local area was highly rated by respondents in the SIA Survey, as noted below.	To enhance the positive social benefit, welcome packs and information to connect to local community services to new residents can be explored, including consideration of green transportation arrangements to support active travel use. It is recommended that the use and management of communal spaces be documented and clearly communicated to residents upon occupation. Engagement between the Community Housing Provider and the proponent during the finalisation of operational arrangements will assist in confirming access, security and community-management settings, and in identifying practical measures to	Moderate positive social impact significance following the implementation of mitigation measures.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	 Walkability and access to public transport ■ Good ■ Acceptable ■ Unsure ■ Poor  83% 10% 2% 5% Shared amenities are to be provided within the building. These include access for all residents to the landscaped garden provided with the through-site link, accessible to residents and visitors to the two residential lobbies. A dedicated communal open space and laundry area is provided for the residents of the affordable housing podium apartments. A communal open space area is provided on Level 3, noted to be accessible to residents of the tower apartments, resulting a potential negative social impact if not appropriately mitigated.	support interaction across the development, within the constraints of the operational and stratum arrangements.	
Access impacts during construction	During construction there may be short term impacts on immediate neighbours due to noise and temporary disruption to pedestrian movement however these are unlikely to be significant.	To effectively manage construction impacts on the local community and surrounding neighbours it is recommended a construction communication plan be developed and implemented to help key stakeholders, including local businesses and residents	Low level impacts are anticipated to be experienced during the construction phase as impacts are expected to be experienced for a reasonably short time and will be managed appropriately through construction management provisions.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
		informed through the life of the construction. This includes providing advanced notification of major works and road closures and dedicated contact channels to enable effective response to complaints. Effective construction noise management measures and traffic and access management measures are to be put in place in line with the recommendations of the noise and traffic impact assessment.	

Health and Wellbeing

Including physical and mental health especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, access to open space and effects on public health.

Comment: Prioritised social impacts against the baseline conditions including the extent and nature of the likely social impacts.

The Potts Point and Woolloomooloo catchment has a high share of renters, smaller households and strong public-transport access; it also includes pockets of housing stress. In such settings, **housing quality, thermal comfort, noise and air exposure, and affordability stability** are the main determinants of day-to-day health and mental wellbeing. The local neighbourhoods of Potts Point and Woolloomooloo are highly walkable and well serviced by public transport, health and community services, and daily amenities. The proximity to public open space as well as a variety of recreation spaces reinforce a lifestyle pattern associated with physical activity, social connectivity and support enhanced physical and mental health and wellbeing, consistent with evidence linking active urban environments to reduce stress, lower chronic disease risk and enhanced overall life satisfaction.

The highly accessible locality enables residents to adopt active lifestyles, walking or cycling for most daily needs and supports social interaction through the area's vibrancy. Best practice design to support improved health outcomes relates to consciously designed homes with good ventilation, insulation, moisture control and energy efficiency. As a result of good building health design there are reduced respiratory and cardiovascular risks associated with overly cold or hot homes, damp or mouldy dwellings. Australian and international studies show improving energy efficiency and indoor warmth yields measurable gains and better physical and mental health and subsequently reduced health system costs. Climate Change impacts such as heatwaves in Greater Sydney are associated with increased mortality and worsened mental health presentations and therefore buildings with improved energy efficiency, with cross-ventilation and well shaded areas reduce indoor heat exposure and public risk.

Social Impact Assessment Table: Health and Wellbeing

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Upgraded apartment design	The proposed development is expected to deliver significant public health benefits through the provision of high-quality, well-designed	Measures to enhance the positive outcomes include: • Optimising design to promote maximum daylight access to all	Very high positive social impact significance primarily due to its contribution to improved health and wellbeing outcomes, replacing substandard housing with modern, best-in-class

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	housing that supports both physical and mental wellbeing. The replacement of the existing outdated 1960s apartments with dwellings that meet contemporary design standards will improve internal amenity, access to daylight and natural ventilation, and acoustic comfort—all features consistently associated with positive health outcomes. Research from the World Health Organization (2018) and the Australian Housing and Urban Research Institute (AHURI, 2021) demonstrates that housing quality, thermal performance, and indoor environmental conditions have measurable impacts on cardiovascular and respiratory health, sleep quality, and psychological wellbeing. Incorporating private balconies, and optimised building orientation provides residents with access to fresh air, natural light, and restorative outlooks, which are shown to reduce stress and improve mood regulation. Collectively, these design improvements align with international evidence that high-performing, energy-efficient, and socially inclusive housing can	residents and reduced reliance on artificial lighting. ● Applying acoustic insulation and facade treatments to reduce environmental noise. ● Encourage daily activity through stair visibility and accessibility, focus on high accessibility to secure bike storage with convenient access to pedestrian and cycling networks through promotion. ● Adopt building management protocols that ensure regular servicing of ventilation systems and ongoing monitoring of indoor environmental quality. ● Integrate biophilic design with natural materials, greenery throughout shared areas to promote a sense of calm, reduce anxiety and enhance cognitive function. ● Undertaken post occupancy evaluation within 24 months of completion to assess resident satisfaction, comfort, health and wellbeing benefits. Findings are to inform programmed building improvements and future developments. ● Focus on embedding active	design that provides access to shared spaces and recreation facilities the project will substantially enhance the resident's physical and mental health. The improvements will help to reduce stress and contribute to greater life satisfaction for residents, strengthening community wellbeing, resilience and the overall liveability of the local area.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	enhance overall population health, lower public health costs, and strengthen community resilience in the face of climate and housing stressors. The magnitude of impact is expected to be positively moderate, providing an overall positive benefit to improved health and wellbeing outcomes for residents of the building due to improved housing quality. Given the existing apartment building is rated as meeting below average standards the impact level is anticipated to be of a major positive level magnitude significance.	design principles including visible stairways, connected pedestrian routes and secure bike parking and restorative environments within the development to encourage physical activity and mental restoration, consistent with NSW Healthy Built Environment principles. ● Aim to exceed minimum energy efficiency standards through high-performance insulation, cross ventilation and low Volatile Organic Compounds (VOC) to deliver healthier more comfortable homes that reduce heat stress and respiratory risk.	
Communal amenities and access to open space and services in the catchment	The site location in Potts Point is noted to be a highly walkable amenity rich and vibrant neighbourhood and as a result the development further enhances these benefits by providing convenient access to shops, services, public transport and nearby public spaces. The inclusion of communal spaces and private balconies provide daily opportunities for recreation, relaxation and social connection. These features are consistent with	Measures to enhance the positive outcomes and mitigate negative social outcomes include: Document and communicate the operational arrangements for communal facilities, including the pool area, and engage with the Community Housing Provider to identify practical opportunities for voluntary, resident-led activities that may support social connection over time.	Moderate positive social impact significance following the implementation of recommended mitigation measures.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	best-practice principles outlined in the NSW Healthy Built Environments Checklist (NSW Health 2020) and the World Health Organisation's Housing and Health Guidelines (2018) which identify access to open space, natural light and opportunities for physical activity as key determinants of physical and mental wellbeing. It is noted that communal space is provided on Level 3 for tower residents, with separate communal space provided on Level 2 for podium residents, reflective of the differing stratum arrangements within the building.		
Provision of dedicated affordable housing	The magnitude of impact is from a broad community perspective the redevelopment will contribute to a greater housing quality choice. Even though the total housing stock on the site will be reduced the reduction is offset by a significant uplift in dedicated affordable housing for Potts Point. These homes providing longer term secure, affordable, and well-designed housing directly contributes to improved mental health outcomes by reducing the chronic stress associated with	Measures to enhance the positive contribution of dedicated affordable housing include: ● Integrated design to ensure the affordable dwellings are physically indistinguishable from private dwellings in terms of design quality and finishes. ● Provision of communal amenities to promote social inclusion and reduce stigma. ● Provision of transparent tenancy information to clearly communicate tenancy conditions,	Overall, when mitigation measures and long-term housing outcomes are considered, the proposal is expected to result in a very high net positive social impact significance for the locality.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	housing instability, overcrowding, or poor-quality living environments. When people can afford their rent and feel secure in their home, they are less likely to experience anxiety, financial distress, or the disruption that comes with frequent relocation. Stable housing is widely recognised as a protective factor for psychological wellbeing, enabling individuals to focus on employment, relationships, and participation in community life rather than basic survival. The redevelopment's inclusion of dedicated affordable dwellings managed by a registered community housing provider enhances this effect by ensuring professional tenancy management, equitable access, and long-term security of tenure. This not only reduces individual stress but also helps retain a diverse local population, allowing key workers, and lower-income residents to remain in the area. The magnitude of impact is considered complex, reflecting both transitional disruption and long-term	eligibility, and duration to residents to minimise uncertainty and anxiety. ● Incorporation of passive design features to lower utility cost and prevent energy hardship, known to support improved physical and mental health outcomes for low-income households.	

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	community benefit. In the short term the requirement for existing tenants to relocate represents a moderate impact. However, as current occupants are not part of a formal affordable housing program and hold no long-term security of tenure this impact is limited in duration and scale. In contrast, the proposal will deliver a major positive and enduring benefit with the introduction of well managed affordable dwellings, providing stable housing and improved health and wellbeing outcomes for future residents.		

Surroundings

Ecosystem services, public safety and security and access to and use of the natural and built environment, aesthetic value and amenity.

Comment: Prioritised social impacts against the baseline conditions including the extent and nature of the likely social impacts.

The locality is one of the most distinctive inner-city neighbourhoods of Sydney, identified by its walkability and vibrancy. Demographically the locality is characterised by a **high proportion of renters, smaller one-person and couple households, and a mobile population**. This mix contributes to a dynamic, diverse, and socially engaged population that relies heavily on **public transport, walking, and nearby services** for day-to-day needs. The accessibility of the area, combined with proximity to public open spaces supports a lifestyle oriented around active living and wellbeing.

The proposed redevelopment will sit comfortably within this context, maintaining the established pattern of built form while contributing to an improved sense of safety and quality in the public realm. Incorporating best practice design principles—through clear sightlines, lighting, and active street frontages—the development will reinforce the area’s existing reputation as a **safe, sociable, and pedestrian-friendly neighbourhood**. Enhanced landscaping and publicly visible communal areas will encourage casual interaction and add to the visual appeal of the streetscape, complementing the fine-grain character of Potts Point.

Social Impact Assessment Table: Surroundings

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Site enhancement	The site's excellent location and proposed modest ground-level commercial use will activate the street, boosting pedestrian movement and natural surveillance day and night. The refined architectural design and landscaping will enhance the streetscape's visual and functional quality, elevate the area's character and amenity while maintaining its residential compatibility. The SIA Survey identified strong public support for the removal of the existing street-facing car park and the potential to improve the appearance of Macleay Street. Removing the existing street-facing car park and replacing it with a well-designed building will improve the appearance of Macleay St ■ Agree ■ Neutral ■ Unsure ■ Disagree 57% 20% 9% 14%	To maximise the enhancement of the site and reduce potential impacts on the surrounding area, the development should be managed in accordance with best practice design principles. This includes ensuring clear sightlines and passive surveillance from residential and communal areas to the street, providing well-lit pathways and entry points, and avoiding hidden or recessed spaces that could reduce visibility or increase perceptions of risk. Ground-floor activation through transparent façades, landscaping that maintains openness, and appropriate lighting will contribute to a sense of safety and connection with the public domain. Ongoing maintenance of the building and public interfaces, together with clear wayfinding and management presence, will further support positive social behaviour and reinforce the area’s reputation as a safe, vibrant, and welcoming neighbourhood.	Very high positive social impact significance through the redevelopment of the site as best in class housing and ground floor commercial uses that retains street activation and equitable access to local residents and neighbours.
Access impacts during construction	Construction may cause minor, temporary noise and pedestrian disruption for immediate neighbours, but the impact is unlikely to be significant.	A construction communication plan, including advanced notification of major works and road closures, and dedicated contact channels for complaints, is recommended to manage impacts on the local community. Noise, traffic, and	Low level impacts are anticipated to be experienced during the construction phase as impacts are expected to be experienced for a reasonably short time and will be managed appropriately through construction management provisions.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
		access management measures should align with impact assessment recommendations.	

Livelihoods

Including people's capacity to sustain themselves through employment or business

Comment: Prioritised social impacts against the baseline conditions including the extent and nature of the likely social impacts.

The locality's **walkable urban form, dense population, and vibrant morning and evening economy** sustain a livelihood ecosystem that depends heavily on street activity, local spending, and proximity to public transport. The strong presence of small, independent businesses such as cafés, restaurants, and boutique retailers, contributes to both the local economy and the community's social fabric. As such, maintaining access around the site, amenity, and safety during redevelopment is critical to preserving these local livelihoods.

The proposed development is not expected to disrupt the broader employment or business profile of the area. Rather, the redevelopment of the site presents opportunities to **support and enhance local economic vitality** by improving the public domain, attracting new residents who contribute to local trade, and sustaining the locality's distinctive blend of liveability and small-scale enterprise.

The community survey conducted to support the preparation of the SIA revealed the community was supportive of activation of the ground floor uses for retail with a preference for independent cafes and restaurants rather than retail stores or fast food or convenience outlets.

Social Impact Assessment Table: Livelihoods

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Construction activities temporarily affecting local businesses and livelihoods	The characteristics of livelihood impacts typically include short-term localised construction related disruption followed by long-term positive effects on local economic vitality and employment opportunities. The proposal has potential to deliver short-term impacts during the construction phase where minor access changes or construction inconvenience may have a noticeable effect for a short period of time. These impacts are likely to be temporary and spatially confined to the immediate vicinity of the site. There may be some cumulative considerations where multiple developments may occur in the area however these are considered to be effectively managed through coordination and communication methods. Once construction is complete it is expected the development will deliver long-term benefits through improved building quality and upgraded streetscape conditions, also delivering positive impacts through enhanced business activity and employment opportunities created	Mitigation measures recommended to protect local businesses during construction include: ● Keeping footpaths accessible and free of obstructions wherever feasible, particularly near local business operators. ● Stage noisy works outside peak business periods (e.g. cafe's outdoor dining areas) ● Restrict heavy vehicle access to the main arterial network. ● Issue regular construction updates to local businesses to detail progress and staging with a clear contact to discuss any issues that may arise. ● Design hoardings to reflect the identity of the locality and maintain good lighting and sightlines around the site to support perceived safety and walkability. To enhance the social benefits upon operation of the development it is recommended to encourage outdoor seating or activation of the ground floor to maintain the lively pedestrian focused character of the local neighbourhood.	During construction the impact significance is anticipated to be low, supported with reasonable construction management plans to mitigate the impact on local businesses. The impact is expected to be reasonably short term for a small number of people who are generally adaptable. Upon completion and occupation, the development is anticipated to deliver high positive social impact significance.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	on site with the ground floor commercial space.	Local business participation is to be supported with prioritisation of local procurement for construction and fit out phases as well as exploring opportunities for local businesses to utilise the ground level commercial space for cafe/restaurant operation.	

Decision Making Systems

Including the extent to which people can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms.

Comment: Prioritised social impacts against the baseline conditions including the extent and nature of the likely social impacts.

Transparent and inclusive decision-making systems are fundamental to ensuring equitable and sustainable development outcomes. The NSW planning system is built upon principles of **participation, accountability, and fairness**, recognising that development decisions shape not only the built form but also the social fabric and liveability of communities.

Allowing people to have their say in how their neighbourhoods evolve is central to maintaining trust in the planning system and to upholding the values of a **democratic society**. Meaningful engagement provides an avenue for residents, businesses, and community organisations to contribute local knowledge, express values, and identify potential social impacts that may not be visible through technical assessment alone. When done well, such engagement enhances the legitimacy of decisions, reduces conflict, and leads to **better-quality, context-sensitive development outcomes**.

Providing accessible and transparent avenues for community members to raise concerns and resolve issues is essential to maintaining trust and social licence for development projects in New South Wales. The responsibility to communities extends into the ongoing operation of buildings with clear complaints handling

mechanisms that give residents, local businesses and stakeholders confidence that their voices continue to matter and that impacts on amenity, safety or wellbeing will be addressed promptly and fairly.

Social Impact Assessment Table: Decision Making Systems

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Complaints, grievances in relation to the proposed development	Broader public commentary has echoed local concerns about how development decision-making processes operate in NSW, especially in established high-value areas such as Potts Point. There is some voice of unease about the redevelopment of the project site in relation to whether the planning system would fully hear and incorporate concerns. However, the statutory exhibition and assessment procedures provide established avenues for stakeholder feedback. Whilst concerns of some parts of the community are real, there remains a framework through which community voice can be formally registered and considered. In response to stakeholder feedback and community engagement the development proposal has been refined to better reflect local values and address identified concerns regarding design, amenity and social outcomes.	Recognising that some community members will continue to express concern about the planning process, much of these matters are beyond the applicant control, however acknowledging community concern in reporting materials and messaging about how the development has been updated over time to reflect community feedback, helps demonstrate awareness and respect for public input, reinforcing procedural fairness and community trust. It is important to ensure post approval compliance with any ongoing monitoring and engagement requirements to reinforce respect for the community and reaffirm the development team has met the obligations under the NSW Planning System.	Negligible - low social impact significance where due processes are followed and social licence is maintained through transparent communication and adherence to conditions of development consent.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	The magnitude of impact is considered minor for community members who feel that due planning process has not been followed, noted to be largely perceptual. As identified through the SIA Survey, there was a high degree of awareness of the proposal across the community, with 46% of respondents saying that they are aware of the proposal at 45-53 Macleay Street.		
Impacts to existing residents and local neighbours during the construction phase	During the construction phase the impact on existing residents required to relocate and on neighbouring properties is characterised as short-term localised and moderate in intensity. Relocation for residents may cause temporary disruption, stress and loss of place attachment however these impacts are considered transitional and through early and clear communication and a lengthy notice period for relocation the potential impact can be reduced.	To reduce the impact on tenants who must relocate it is recommended: • Early inclusive engagement methods are followed, providing clear and accessible information about the redevelopment process as early as possible. Information sessions and one-on-one meetings can be held to allow residents to ask questions or express concerns to the project team. Where useful resident representatives can be identified to be a key contact point between the project team and residents in relation to updates and information distribution.	Negligible - low social impact significance where there is transparent communication, timely information sharing and accessible feedback channels.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
		To reduce any impact on surrounding residents and businesses during construction it is recommended regular updates are provided on key project milestones, timing of high impact works and channels for feedback. The communication should be supported by a consistent contact point or community liaison officer to help reduce uncertainty, manage expectations and build trust with the community, minimising social stress and perceived unfairness amongst the local community during construction.	
New residents	Early communication about residents' rights and responsibilities and participation in building governance helps to build understanding and trust in how shared decisions are made.	For new residents, clear and inclusive decision-making systems within the building are essential to establish a cohesive and well-functioning community. Accessible induction materials and regular resident meetings with clear processes for raising and resolving issues related to building operations or communal facilities should be adopted. Ensuring equitable representation for both affordable housing tenants and private owners in decision making forums mitigates potential power imbalance and fosters collaboration and strengthens the long-term sustainability of the development. For new residents, clear and inclusive and	Negligible social impact significance for the people in the locality . With enhancement the social benefit impact is considered high , supporting residents in improved ways of living and engaging in the decision-making processes of where they live.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
		transparent decision-making systems within the building are essential to establish a cohesive and well-functioning community.	

Residual Social Impacts

It is noted that the following summary of residual social impacts are predicated on the basis that the Applicant adopts the enhancement and mitigation measures relevant to assessment findings contained throughout this SIA.

Category	Residual Social Impacts
Way of Life	Predominantly low - medium in relation to the impacts experienced by some as a result of the overall reduction in total housing stock on the site and the fear of perceived loss of housing stock resulting from redevelopment of the site. There is anticipated to be low-medium level impact to existing residents as they are required to transition to new housing. There are high positive social impact benefits expected for the locality with enhanced activation of the ground level as well as with the provision of 23 dedicated affordable housing units.
Community	Predominantly negligible social impacts associated with perceived fear of change to community character and sense of place as a result of redevelopment of the site with very high positive impacts associated with enhanced social cohesion and community connection as a result of redeveloping the site in accordance with the Detailed Design proposal.
Accessibility	Some low-level impacts are anticipated to be experienced during construction in relation to access for pedestrians and disruption to immediate neighbours. A moderate positive social impact is anticipated through the provision of well-designed communal amenities and the clear communication of their use to incoming residents. Engagement with the Community Housing Provider during operational planning will further support positive interaction and assist residents in connecting with local services and infrastructure over time.
Health and Wellbeing	Very high positive associated with redevelopment of the site as a result of delivering best-in-class apartment design that provides a positive contribution to health and wellbeing outcomes for residents and overall liveability of the locality. Very high positive social impact is also expected as a result of improved provision of shared recreation space on the site. The provision of dedicated affordable housing on site is also considered to result in a very high net positive social impact significance for the health and wellbeing of the locality.
Surroundings	Low level impacts are expected during the construction phase for a reasonably short time. However, very high positive social impact significance is anticipated through the provision of ground floor commercial uses that retain street activation.
Livelihoods	Short-term, low-level impacts are expected during construction in relation to potential impact to local business and livelihoods however upon completion it is anticipated there will be high positive social impact significance as a result of improved building quality and upgraded streetscape conditions with the offering of enhanced business activity and employment opportunities.

Decision Making Systems	Negligible - low level impacts are associated with impacts to existing residents and neighbours during the construction phase however these can be effectively managed with transparent communication and timely information sharing. There are negligible social impacts expected in relation to complaints and grievances processes and decision-making processes for new residents. There are expected to be some high-level social benefits for new residents through improved ways of living and procedures that can be adopted to enable participation of residents in discussions and decision-making processes about where they live in conjunction with the building managers and operators.
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It is recognised that not all social impacts can be avoided in a redevelopment of this nature, and some level of change and disruption is an inherent part of urban renewal. However, the key consideration is the impacts are identified early, transparently managed and appropriately mitigated and when managed effectively these impacts are minimised to acceptable levels, ensuring the process remains fair, predictable and respectful of those affected.

The impacts identified in this assessment are expected to be manageable through adherence to best practice development delivery and operation. The redevelopment is anticipated to deliver net social benefits with improved housing quality, enhanced safety and better access and activation of the street and local surrounds contributing to positive social outcomes for future residents and the surrounding community.

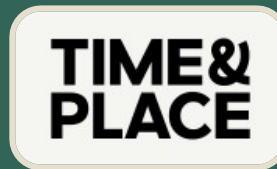
Appendix

SIA Survey Findings

The Chimes

Social Impact Survey

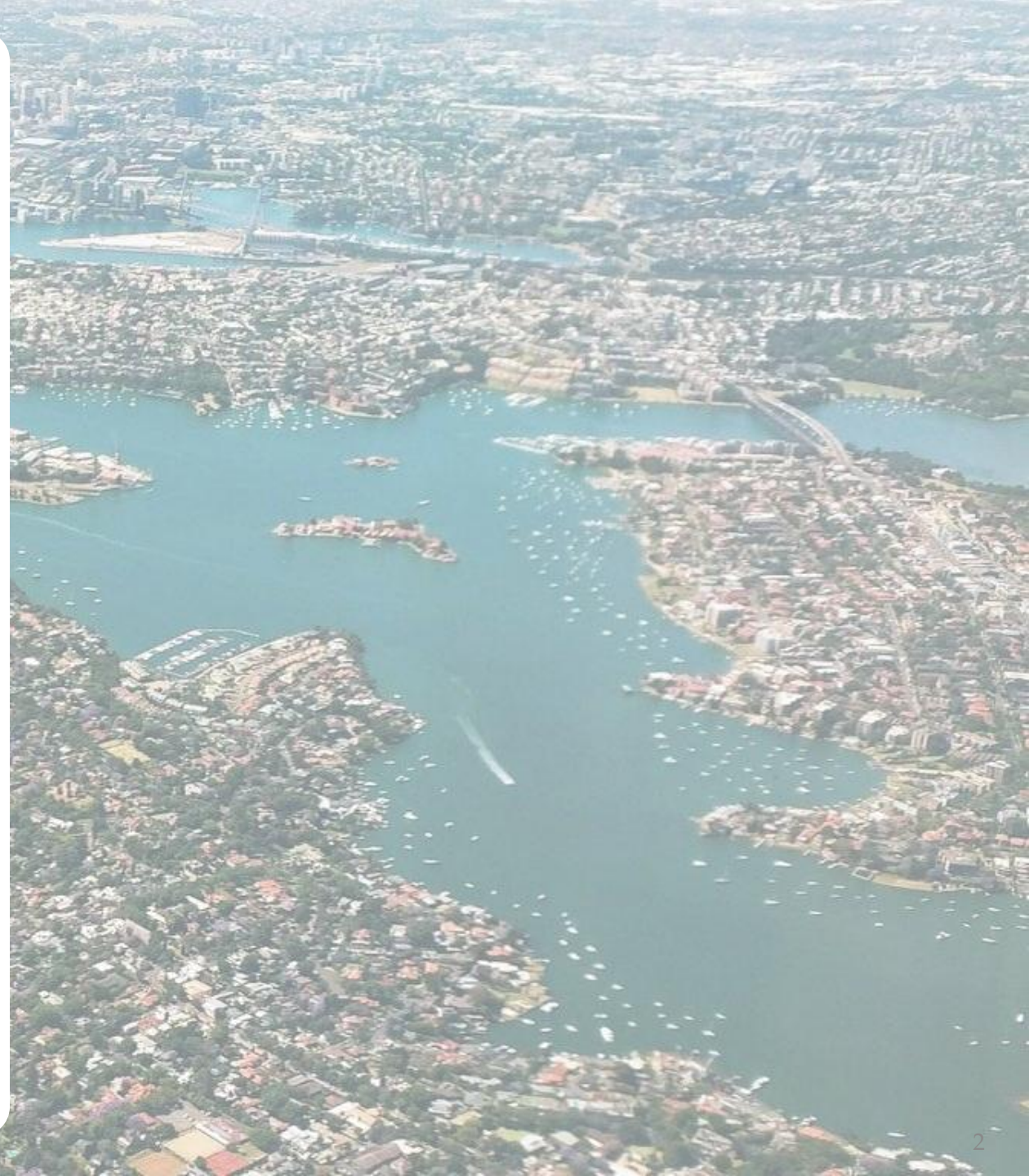
Prepared for T&P Chimes
Development Pty Ltd
August 2025



Contents

THE CHIMES PROPOSAL – SOCIAL IMPACT SURVEY

- ▶ Methodology
- ▶ Executive Summary
- ▶ Attitudes towards neighbourhood
- ▶ Attitudes towards The Chimes proposal
- ▶ Open-ended responses
- ▶ General views on housing



Survey targeted residents within the suburb of the proposed development

SURVEYED GEOGRAPHICAL AREA



The survey targeted the suburbs of Potts Point and Woollahra with a combined population of around 10,418 adult residents, according to the last Australian Bureau of Statistics Census from August 2021.

Around 74% of the adult population are aged under 55. Around 16% of households own their home outright, another 15% are mortgage-holders, and 69% are in renting or other housing arrangements.

This geographic area was selected as best representing the community with a significant personal, economic, and/or civic interest in the proposed development.

Source: ABS Census (August 2021)



Methodology

THE CHIMES PROPOSAL – SOCIAL IMPACT SURVEY

- ▶ 8–10-minute interviews were conducted by Computer Assisted Telephone Interviewing (CATI); call-centre staff conducted live person-to-person phone interviews of target population.
- ▶ Fieldwork was undertaken from 1 July to 5 August 2025.
- ▶ The total sample includes n=119 completed interviews with adult residents.
- ▶ Margin of sampling error for this poll is approximately +/- 9% for topline results, according to a 95% confidence interval.
- ▶ Data weighted by homeownership status to be representative of the adult population across Potts Point and Woolloomooloo.
- ▶ Note margin of error increases for sub-samples (by gender, age, etc.). Caution should be taken in interpreting smaller sample sizes.

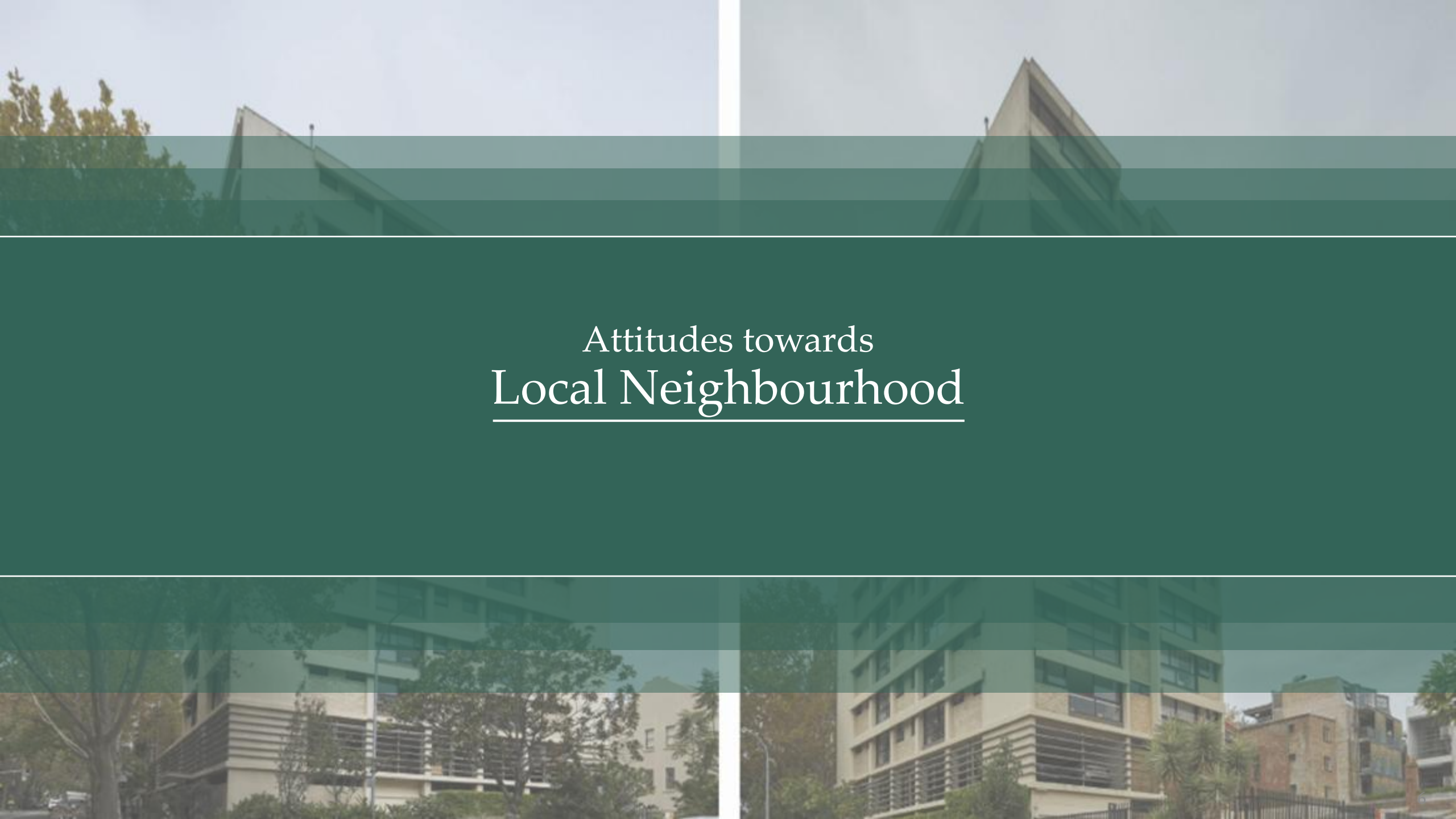


Research team are members of the International Association for Public Participation (IAP2 Australasia), and the Market Research Society (MRS).

Executive Summary

THE CHIMES PROPOSAL – SOCIAL IMPACT SURVEY

- ▶ **Local awareness of the proposal is high;** around half (46%) of residents are aware of the proposal (page 9).
- ▶ **There are a range of attitudes towards the proposal;** 46% of respondents are either favourable or neutral towards the proposal, 34% are unfavourable (page 10).
- ▶ **Attitudes are positive towards many of the proposal's details;** majorities have favourable views of the proximity to public transport (78%), inclusion of affordable housing (74%), the new ground-floor retail space facing Macleay St (70%), and the requirement for a competitive design process (70%).
- ▶ **Most residents see benefits in the proposal;** 69% agree the site's walkability and proximity to public transport make the location suitable for new housing, 66% agree the ground-level retail space will benefit the local community, and 57% agree replacing the street-facing car park with a well-designed building will improve the appearance of Macleay St.
- ▶ **Residents are open to new housing;** only one in four (25%) say that no additional housing should be built in the council area, while nearly six in ten (58%) disagree.



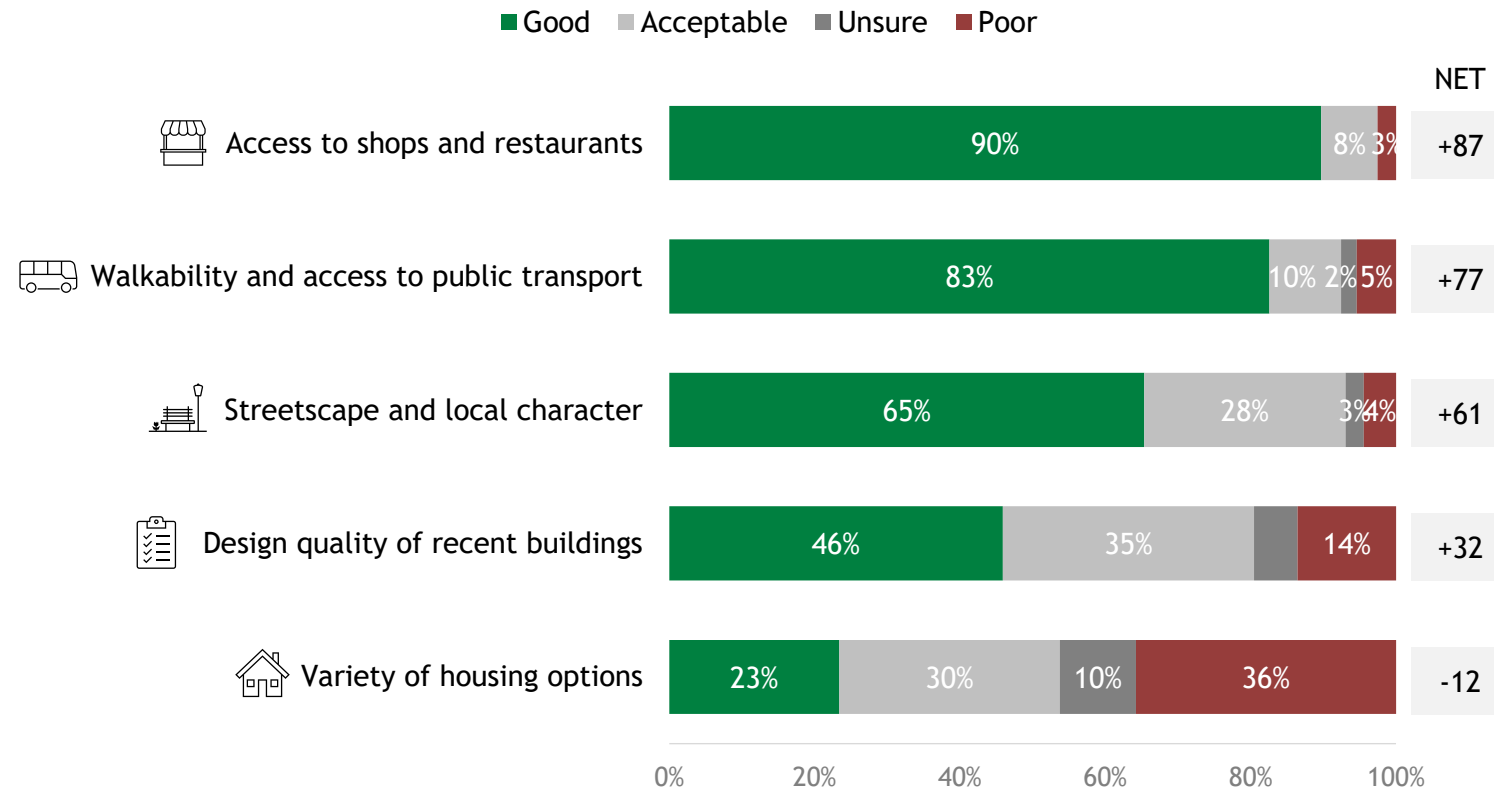
Attitudes towards Local Neighbourhood

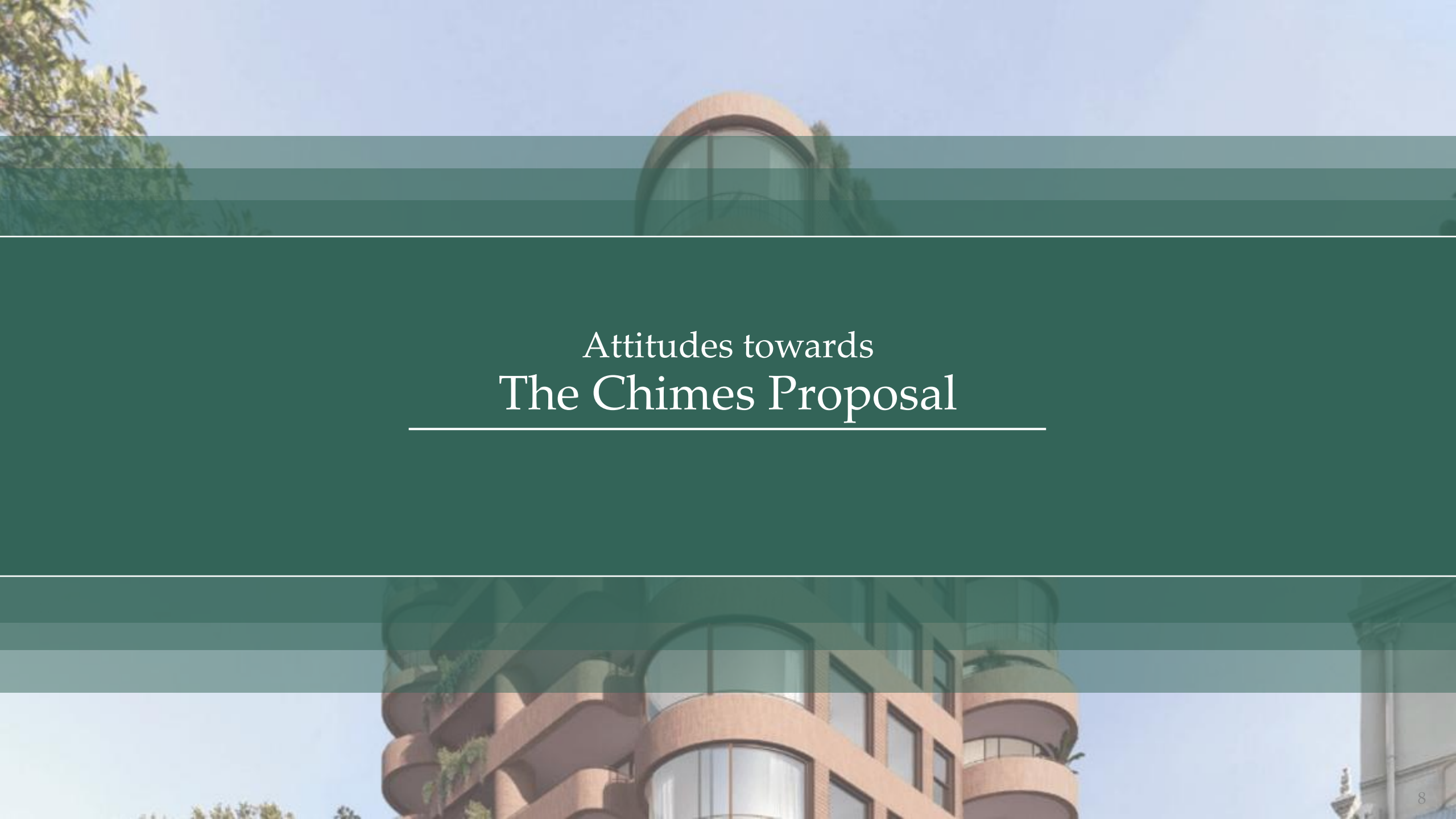


Residents rate their local neighbourhood highly on most metrics

PERCEPTIONS OF LOCAL NEIGHBOURHOOD

Q. I'd like you to rate certain aspects of your local neighbourhood.
How would you rate your local neighbourhood for ... Is it Good, Acceptable or Poor?





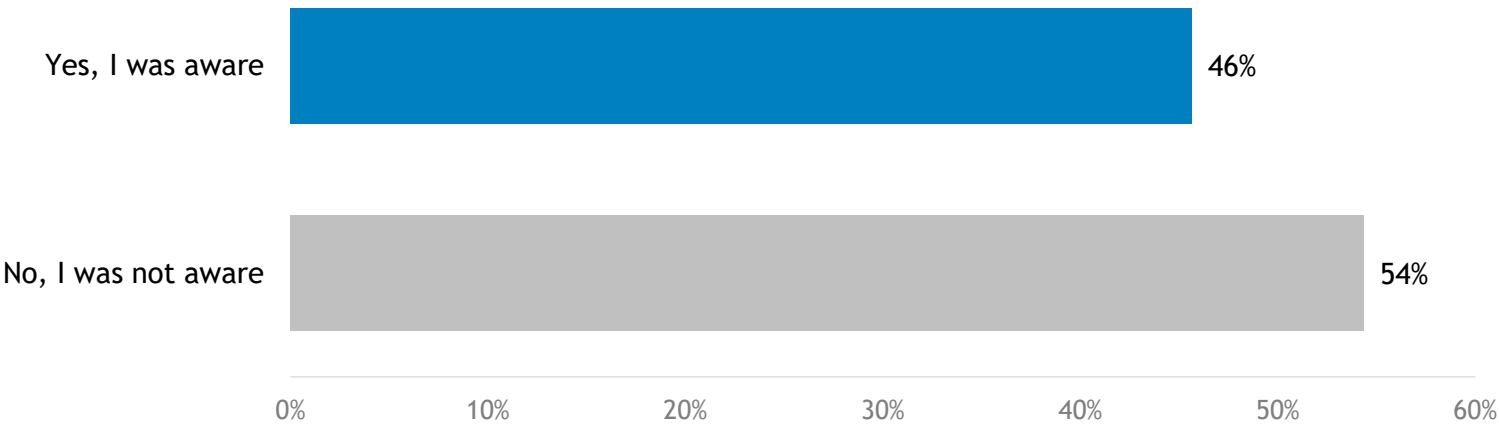
Attitudes towards The Chimes Proposal

Around half of residents are aware of the proposal

AWARENESS OF THE CHIMES PROPOSAL

- A new mixed-use residential development is being proposed for The Chimes Building in Potts Point by Sydney developer Time & Place.
- The proposal involves the redevelopment of a 1960s 12-storey building, currently containing 80 studio apartments, with a new 13-storey building featuring high-quality apartments, above a ground-floor retail space.
- The development is located within the Potts Point Heritage Conservation Area and has been designed to align with the area's unique architectural and cultural character.
- The proposal includes a competitive design process to ensure architectural quality and consistency with the surrounding neighbourhood.
- 15% of the apartments will be provided as affordable rental housing, to be managed by a community housing provider for at least 15 years.

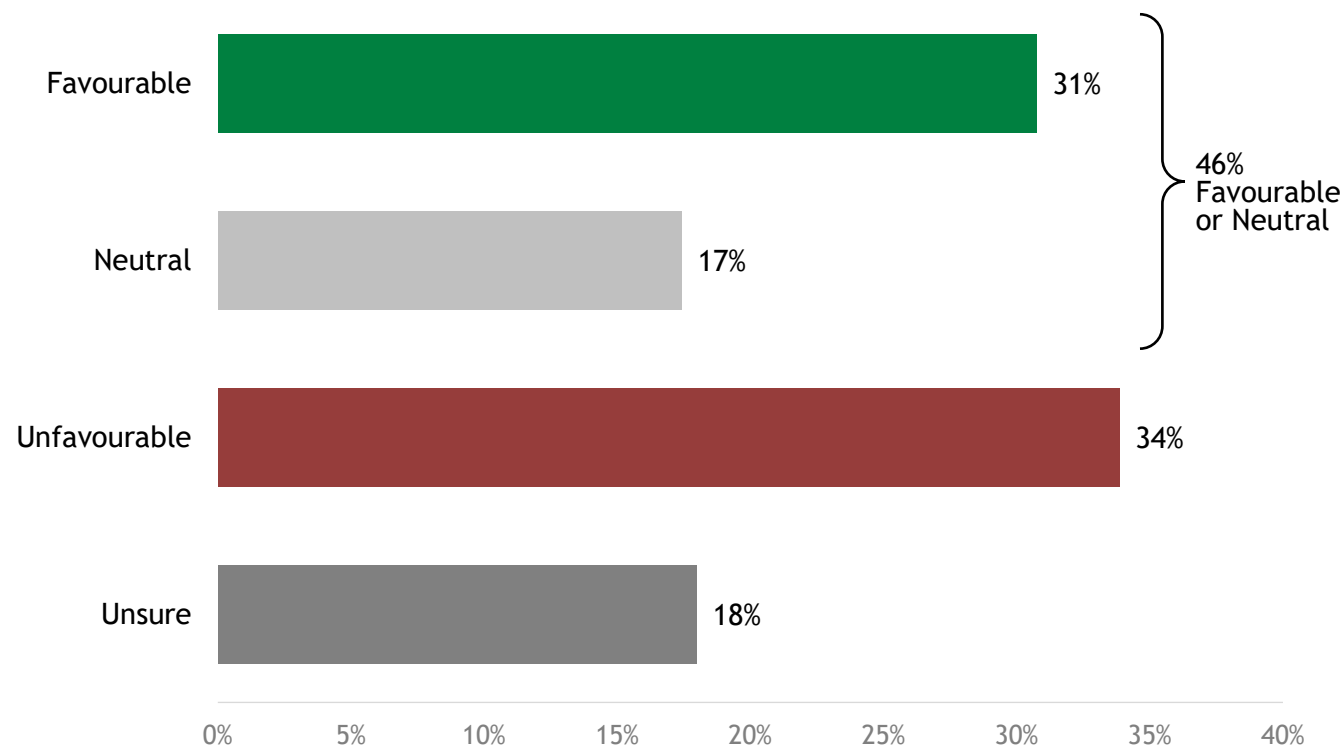
Q. Before today, were you aware of this proposal?



Residents have a range of views on the proposal; half have a favourable or neutral view, and one third an unfavourable view

ATTITUDE TOWARDS THE PROPOSAL

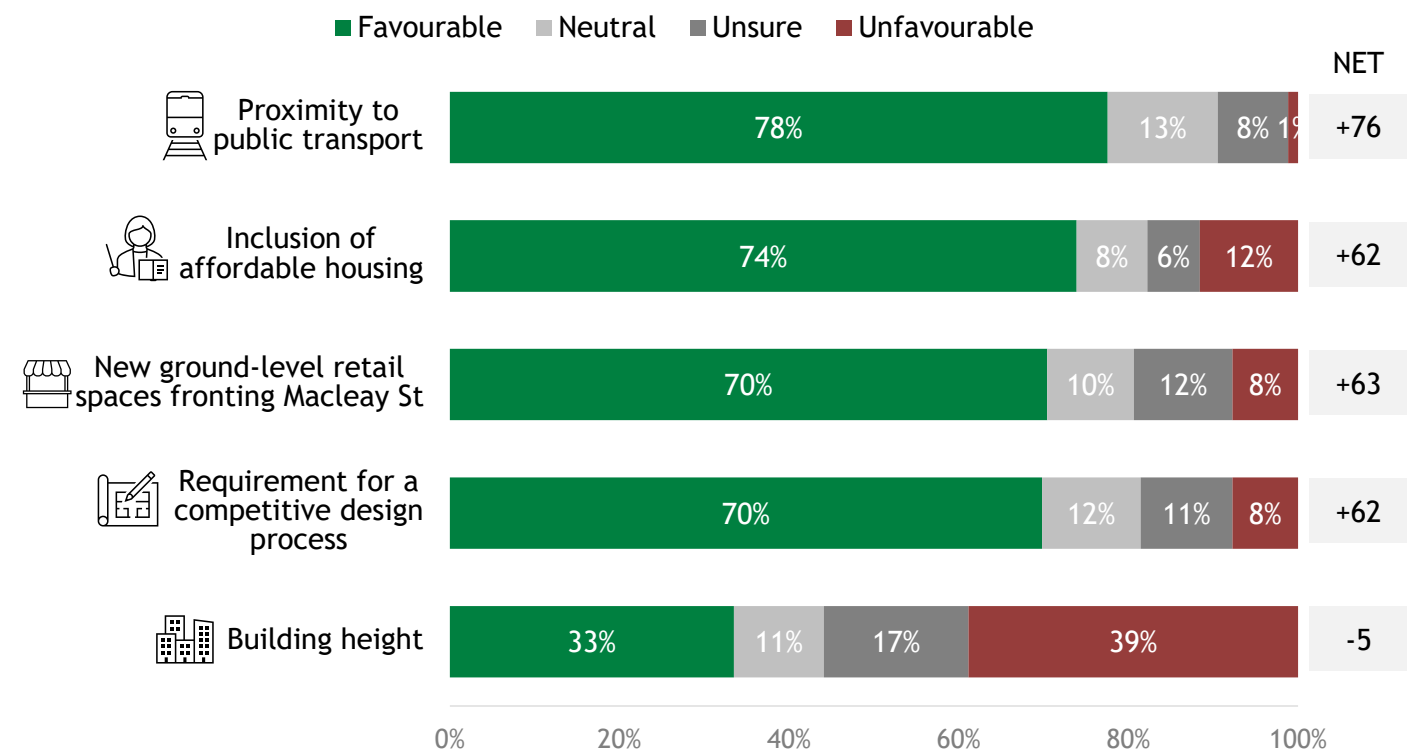
Q. Based on what you know of this proposal, what best describes your attitude towards it?



Majorities have favourable views of the proposal's proximity to transport, affordable housing, retail space, & design process

ATTITUDE TOWARDS ASPECTS OF THE PROPOSAL

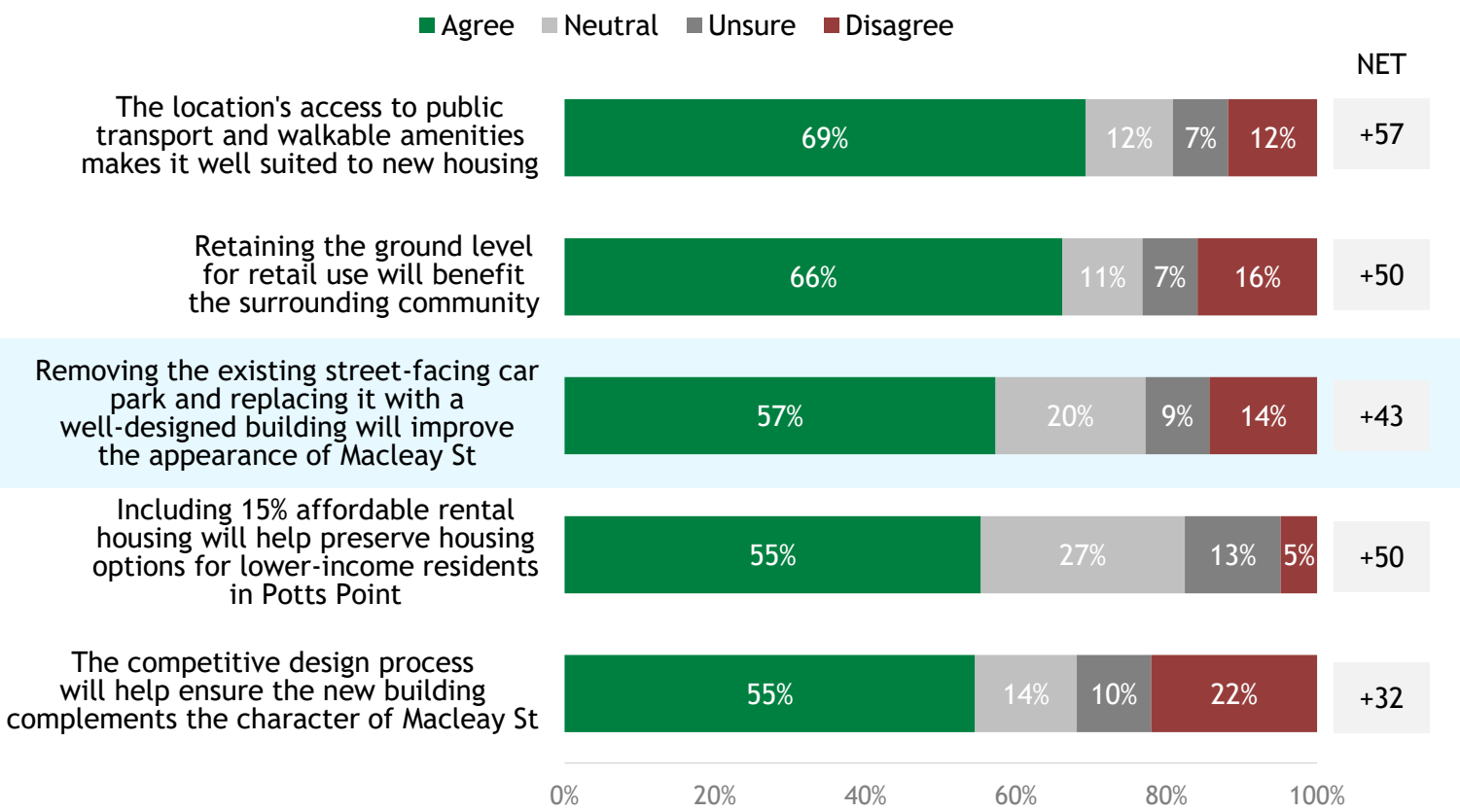
Q. I am now going to read out some specific aspects of the proposed development. For each, could you tell me whether your attitude towards it is favourable, unfavourable, or neutral?



A majority of residents support replacing the existing street-facing car park

PROJECT BENEFITS

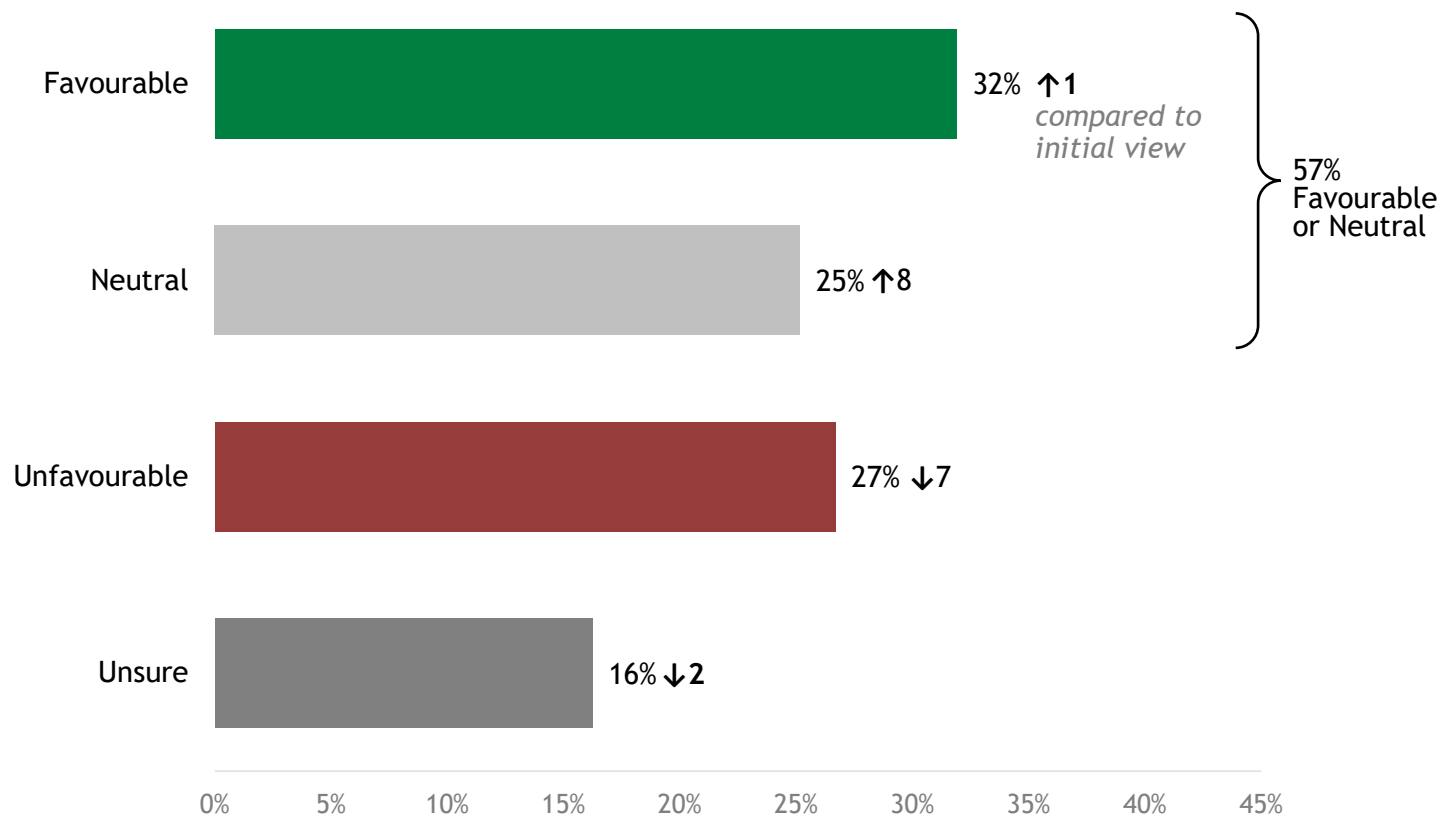
Q. I am now going to read out some statements relating to the proposed development. For each statement, could you tell me if you agree, disagree, or are neutral?



After considering the project's posited benefits, there is a lessening in unfavourable attitudes towards the proposal

POST-CONSIDERATION ATTITUDE TOWARDS THE PROPOSAL

Q. Thinking again about the proposal, what best describes your attitude towards it?



After considering individual aspects of the proposal, and a selection of presented benefits, unfavourable views of the proposal decrease 7pts from 34% to 27%.

Net favourability (% favourable minus % unfavourable) for the project increased by 8pts.

N.B. Between the pre- and post-consideration questions, respondents were asked about their attitudes towards five individual aspects of the proposal, and five statements on its posited benefits.

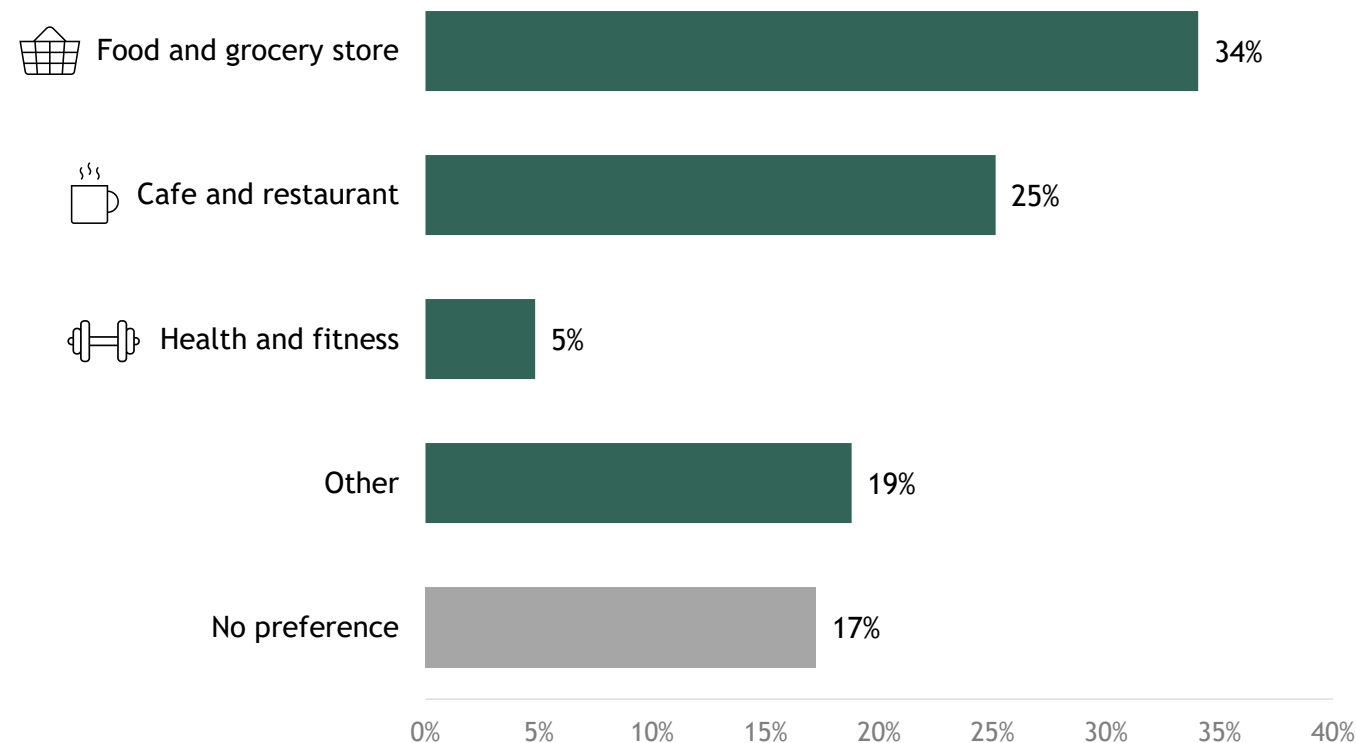
Figures rounded.



Food & groceries are the top preference for the retail space, ahead of cafes & restaurants

TYPES OF RETAIL

Q. And for the ground-floor retail space in the proposed development, what types of retail would you like to see there? I have three options, if none fit, feel free to give your own answer.



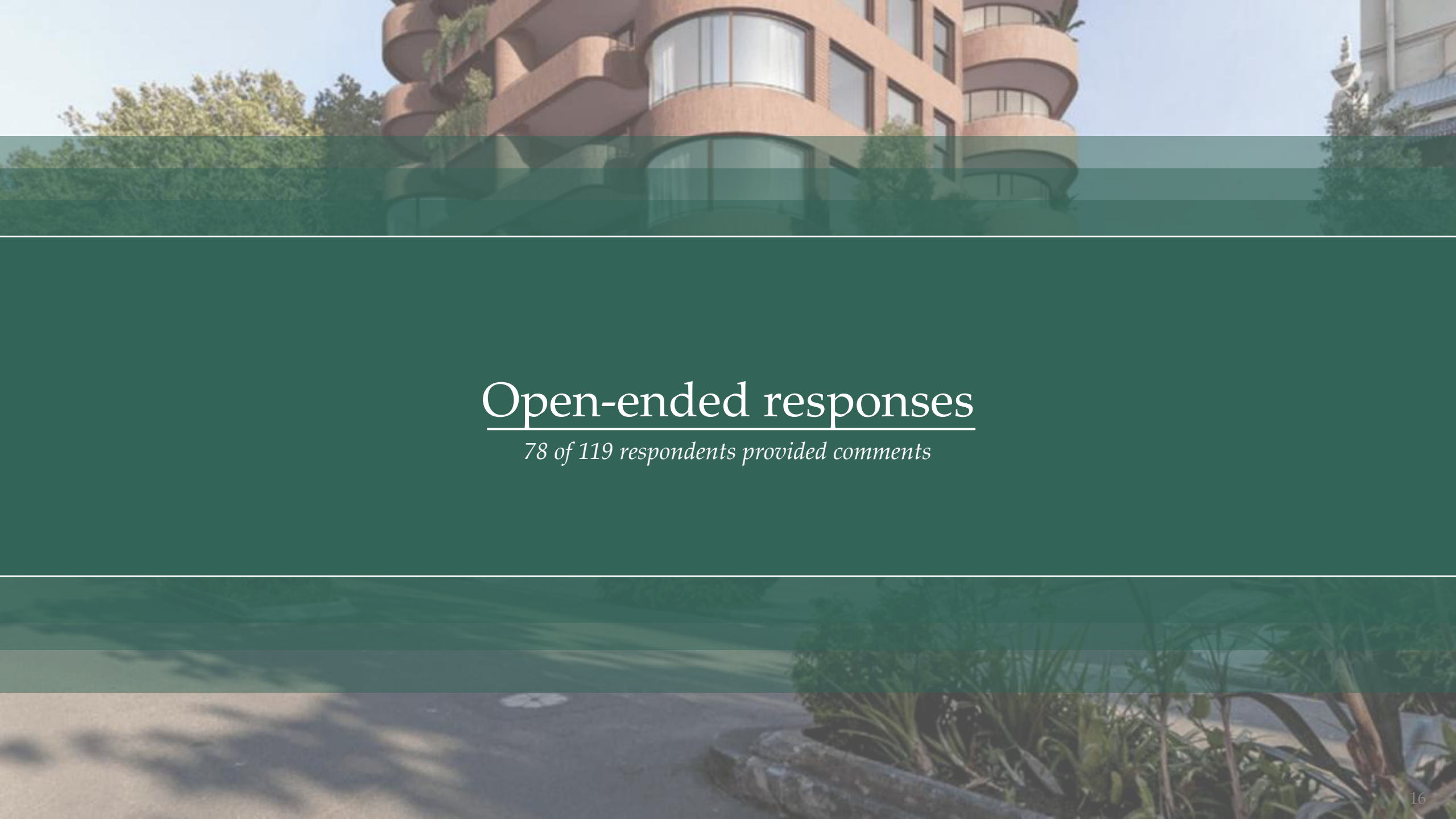
Given a list of three options, food & grocery stores (34%) tops residents' preferences for the ground-floor retail space, ahead of cafes & restaurants (25%) and health & fitness (5%).

One in five (20%) expressed no preference or would prefer no stores.

Of the remaining respondents who specified an 'other' option (19%), preferences included:

- "Community Centres"
- "Clothing, Furniture Store (Something that doesn't make noise)"
- "Specialty shops (clothing and gift items)"
- "Something that is not there yet (no fast food)"
- "Anything except a designer store"
- "Mixture of the three"
- "All of the above"





Open-ended responses

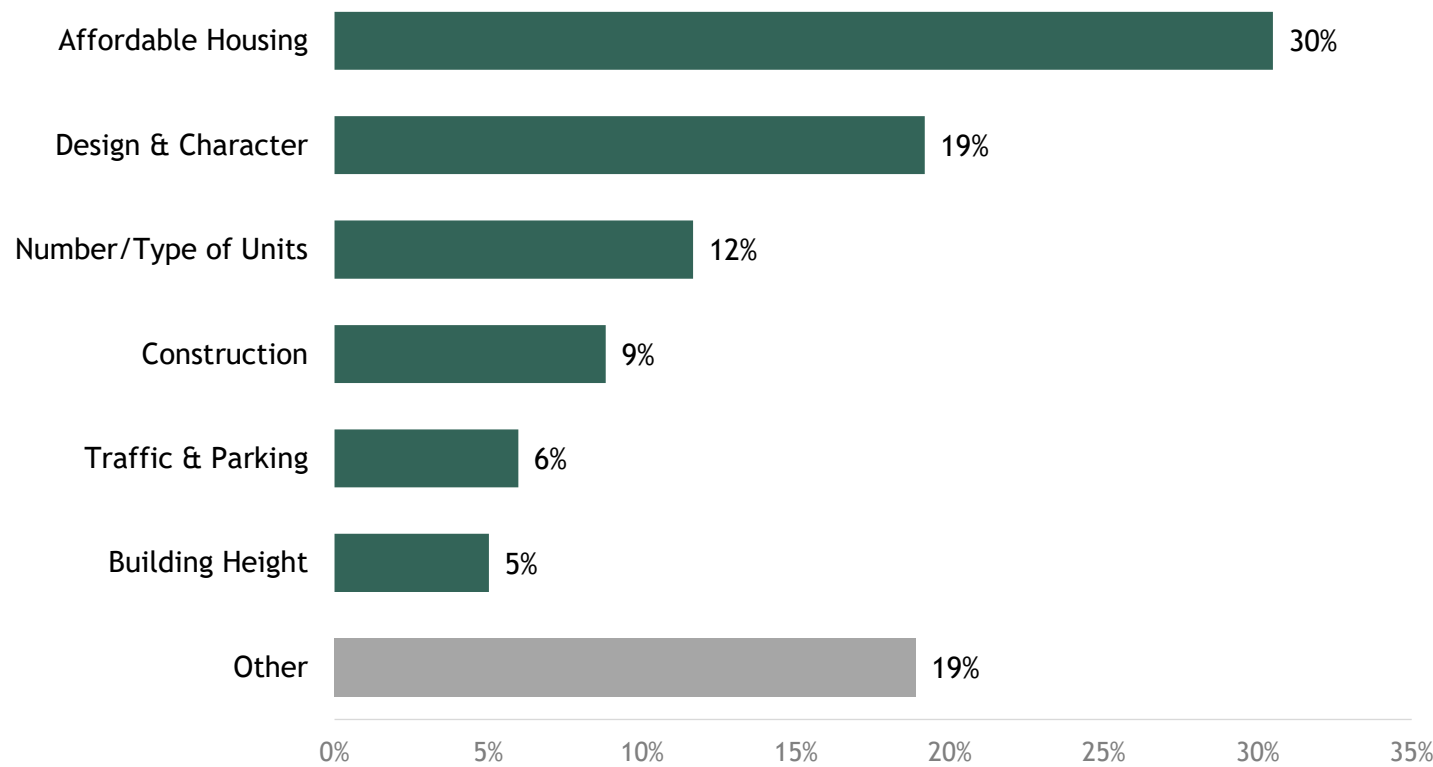
78 of 119 respondents provided comments

Affordable housing and design & character led the discussion

MAIN SUBJECT MATTER OF OPEN-ENDED RESPONSES (CODED)

Q. And very briefly, do you have any additional comments on the proposal?

N.B. 78 respondents took the opportunity to provide additional comments.
Coding based on leading subject of each comment.



78 respondents (66%) took the opportunity to provide additional comments.

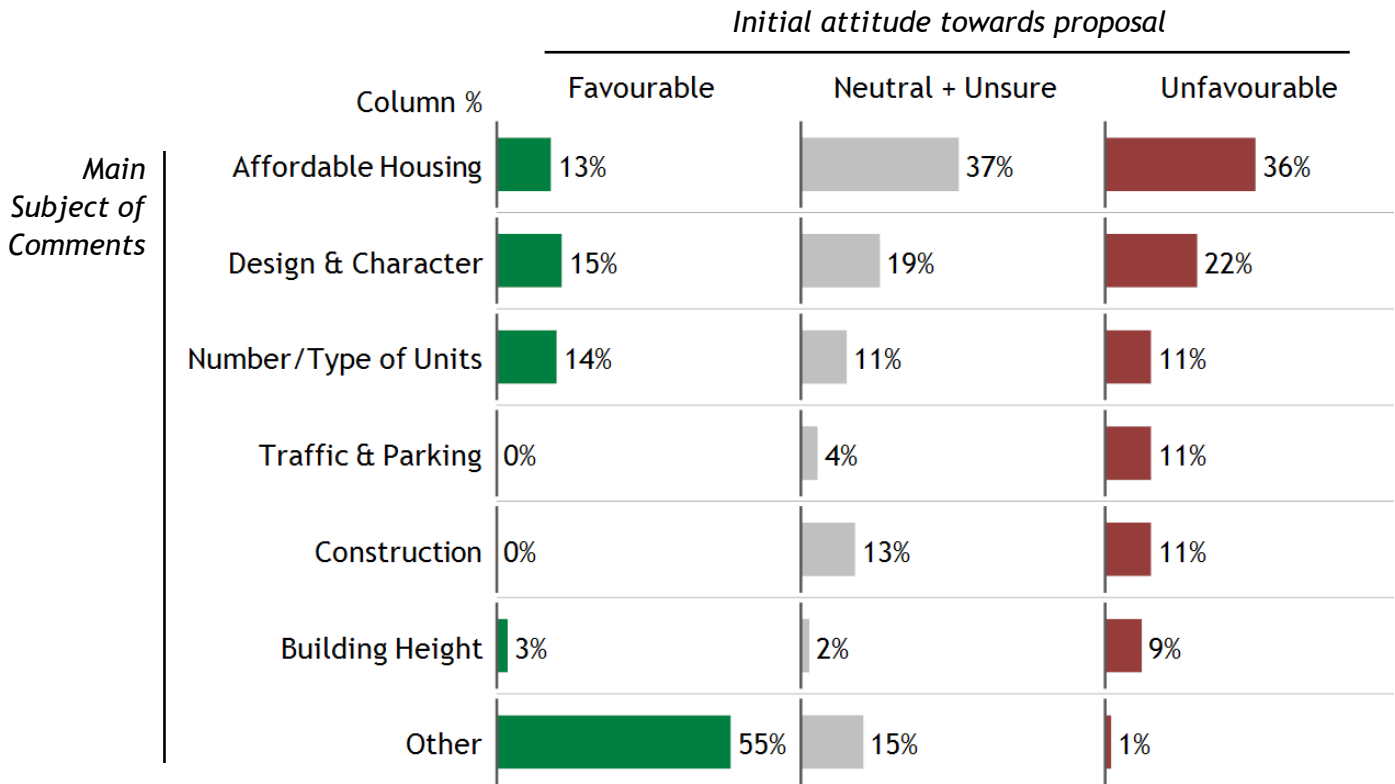
Of those who provided comments, the most common leading subjects were affordable housing (30%) and design & character (19%).



Those favourable towards the project commented on a wide variety of topics

MAIN SUBJECT MATTER OF OPEN-ENDED RESPONSES (CODED), BY INITIAL ATTITUDE

Q. And very briefly, do you have any additional comments on this proposal?



Those with favourable views were most likely to provide brief, supportive comments (e.g. “It’s a good project”, “It sounds very good”, etc.), categorised under “Other”.

Those with unfavourable views of the project were most likely to comment on affordable housing (36%), followed by design & character (22%).

Note among respondents with unfavourable attitudes towards the proposal, most of the comments relating to affordable housing expressed a desire for the share to be higher (e.g. “Affordable housing should be 20-25%”); that is, they support affordable housing, they just wish there was more of it.

N.B. 78 respondents took the opportunity to give additional comments. Coding based on leading subject of each comment.



Respondents had a range of opinions on the affordable housing component

SELECTED VERBATIM QUOTES: AFFORDABILITY

Q. And very briefly, do you have any additional comments on this proposal?

- ▶ *“I agree with it if it's for affordable housing.” Female 45-54, Homeowner with a mortgage*
- ▶ *“I'm disappointed that only 15% is allocated for affordable housing. While I'm grateful for that, I think they should allocate more, at least 30%.” Female 65-74, Homeowner without a mortgage*
- ▶ *“Regarding housing affordability, I appreciate that it is included in the proposal.” Female 55-64, Homeowner without a mortgage*
- ▶ *“I'm generally favourable and agreeable with the project especially on the affordable housing component...” Male 45-54, Homeowner without a mortgage*
- ▶ *“I just think that having additional housing in the area is a great idea especially the affordable housing.” Male 75+, Homeowner without a mortgage*
- ▶ *“It removes very affordable housing and replaces it with unaffordable housing overall. I disagree with the 15% of affordable housing for only just 15 years.” Male 65-74, Homeowner without a mortgage*
- ▶ *“I am favourable about the proposal ... I am empathetic towards the people who will be affected by the affordable housing proposal.” Female 25-34, Homeowner with a mortgage*



Many respondents were focused on design & character of the proposal

SELECTED VERBATIM QUOTES: DESIGN & CHARACTER

Q. And very briefly, do you have any additional comments on this proposal?

- ▶ *“As long as the architectural quality is good, it will be a positive addition to the surrounding buildings.” Male 55-64, Homeowner without a mortgage*
- ▶ *“I really support having a competitive architectural process. I am supportive of redevelopment and inclusion of affordable housing.” Female 55-64, Homeowner without a mortgage*
- ▶ *“It’s a positive addition to Potts Point and its residents. The effort to maintain design consistency with the existing Potts Point environment is commendable.” Male 55-64, Homeowner without a mortgage*
- ▶ *“The location is a commercial area, this development increases the amenities without damaging the streetscape and a 1960’s building does not present well, it’s good that they are redeveloping it.” Male 75+, Homeowner with a mortgage*
- ▶ *“It’s a nice building, no need for redevelopment.” Male 55-64, Homeowner with a mortgage*
- ▶ *“It’s terrible that they are destroying a historic building.” Female 55-64, Homeowner with a mortgage*
- ▶ *“I think the current apartments there have a character that fits the vibe of the area. They’re being replaced with expensive apartments, and that character is being destroyed.” Female 75+, Homeowner without a mortgage*





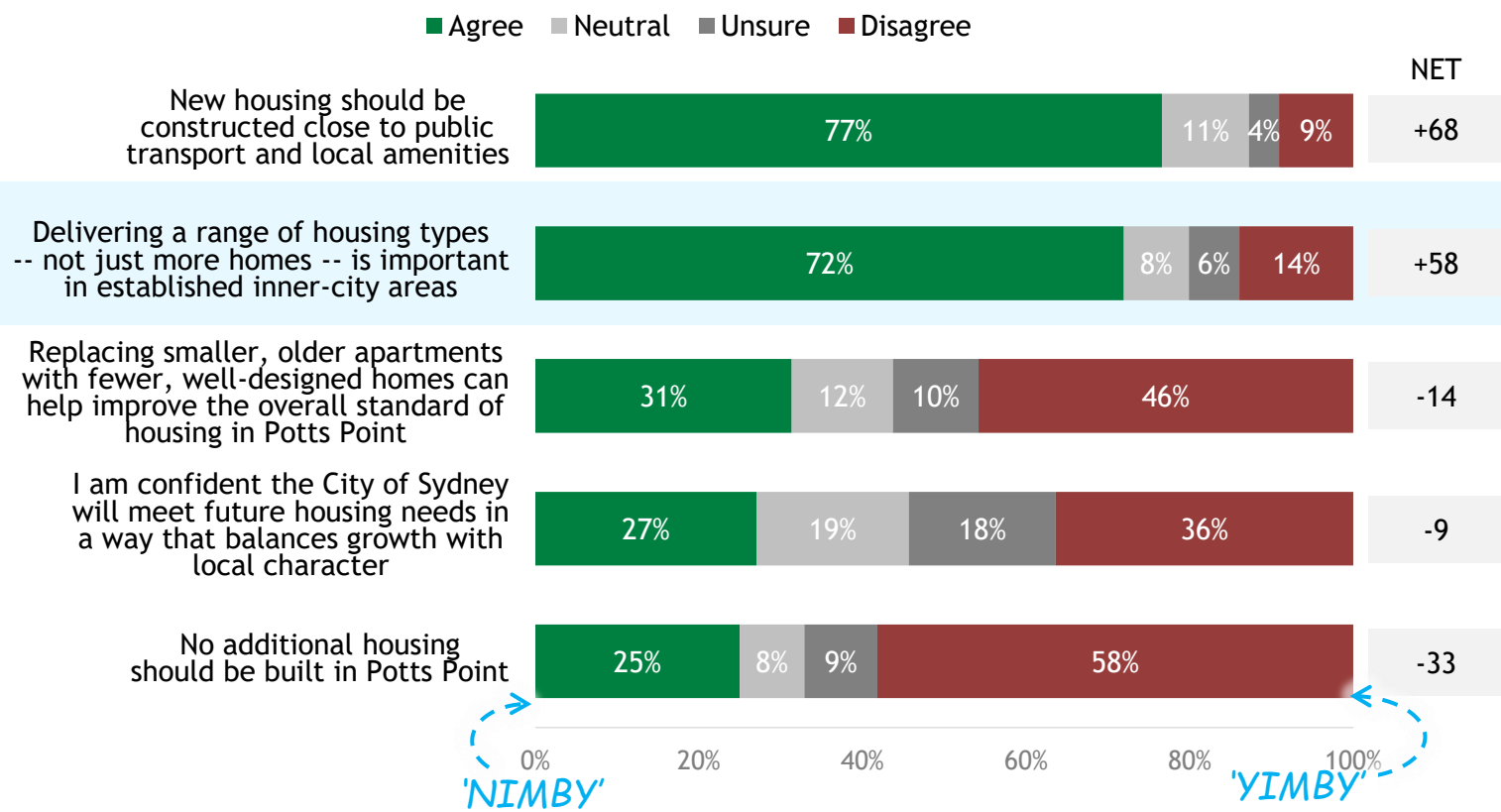
General views on Housing



Seven in ten agree that delivering a range of housing types, not just more homes, is important in established inner-city areas

GENERAL VIEWS ON HOUSING

Q. I am now going to read out some statements on housing. For each statement, could you tell me if you agree, disagree, or are neutral?



Seven in ten (72%) agree that new housing should be constructed close to public transport and local amenities.

Three in four (77%) agree that it is important to deliver a range of housing types in established inner-city areas.

Nearly half (46%) disagree and three in ten agree (31%) that replacing smaller, older apartments with fewer, well-designed homes can improve the standard of housing in Potts Point

Only one in four (25%) say that no additional housing should be built in the council area, while nearly six in ten (58%) disagree.





NOTTING HILL
ADVISORY

**TIME &
PLACE**